

**DEPARTMENT OF ECONOMICS  
MASTER OF BUSINESS ECONOMICS  
SEMESTER-I  
PAPER-I**

**Fundamental of Micro Economics**

1. Introduction
2. Wants and Scarcity- Function of an Economic System- Microeconomic Theory and Price System- The Margin: The Key concepts in economics- Models, Methodology and Value Judgments
3. Demand and Supply Analysis: Concept of Demand- Demand Function- Determinants of demand- Elasticity of demand- The measurements of elasticity- Market Supply- Market Equilibrium- Market Clearing and Non-Market Clearing
4. Theory of Production: Production with one variable input – total, average and marginal product- stages of production- Production with two variable inputs- ISOquants- producer equilibrium- returns to scale- applications for business analysis.
5. Cost analysis: Different concept of cost – Classification of Cost – Cost-output relationship – Cost control.
6. Market Structures: Perfect competition- Price and output decision under perfect competition- Monopoly- Monopolistic Competition – Market Structure and Efficiency.
7. Oligopoly: Price and Output Decision – Oligopoly Models – Profit Analysis – Break Even Analysis.
8. Pricing Policies: Pricing Methods- Pricing Problems- Price Discounts and Differentials- Price Fixation- Price Fixation of Public Utilities- Case Studies.

**Selected references:**

1. Dholakia Ravindra H, Oza Ajay N, (2002)2<sup>nd</sup> ED, Microeconomics for Management Students, Oxford University Press, New Delhi.
2. Gould John P. & Edward P.Ferguson, (2003)6<sup>th</sup> ED, Microeconomic Theory, All India Traveller Book Seller, New Delhi.
3. Samuelson Paul and Nordhaus William, (2001) 7<sup>th</sup> ED, Economics, Tata McGraw Hill Publishing Co. Ltd, New Delhi.
4. Lipsey Richard G, (1996) 8<sup>th</sup> ED, An introduction to positive economics, Oxford University Page, New York.
5. Stigler G, (1996) 4<sup>th</sup> ED, The theory of Price, Prentice Hall of India, New Delhi.
6. Bach G.L. (1996), Microeconomic Principles, Economics Prentice-Hall of India, New Delhi.
7. Baumol William J and Blinder Alan S,(2000)8<sup>th</sup> ED, Microeconomics principle and policies, The Dryden Press, London.
8. Koutsoyiannis. A, (1979)2<sup>nd</sup> ED, Modern Micro Economics, Macmillan, London.
9. Perloff Jeffrey, (2001) 2<sup>nd</sup> ED, Microeconomics, Addison Wesley Longman Pvt Ltd, New Delhi.
10. Mas-collé Andren and Others, (1995) 1<sup>st</sup> ED, Microeconomic Theory, Oxford University Press, New York.
11. Varian Hal R, (2003) 6<sup>th</sup> ED, Intermediate Micro Economics- A modern Approach, East-West Press, W.W.Norton & Co, New-Delhi.

**DEPARTMENT OF ECONOMICS**  
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**PAPER-II**

**Macro Economics**

1. **Macro Economics and Business Management:** What is Macro Economics ? Why Macro Economics? Macro Economics and Business Management, Macro Economics Policy and Business Cycle, Fiscal and Monetary Policy
2. **National Income:** Definition, Importance, National Income estimation in India, Concept associated with national income, Gross and Net Income, Domestic and National Income, Market Price and /factor Cost etc..., Flow of economic activity, National Income and Business.
3. **Consumption Function:** Consumption Hypothesis, Average and Marginal Propensity to Consume, Consumption Income Relationship, Absolute Income Hypothesis, Relative Income Hypothesis, Permanent Income Hypothesis, Policy Implication, Empirical Investment Function.
4. **Investment Function:** Investment and the Rate of Interest, Return of investment, Marginal Efficiency of Capital, Investment and the level of National Income, Empirical Investment Function.
5. **Demand For Money:** Meaning, Function, Classical approach to demand for money, Fisher's equation, Cambridge Quantity Theory, Keynesian Liquidity Preference approach, Friedman and Modern Quantity Theory.
6. **Supply of Money:** Meaning, Determinants of Money Supply, Deferent approaches regarding measure of money supply, RBI approach to money supply, Factor affecting money supply, High powered money and money multiplier, Control of money supply.
7. **Interest rate:** Meaning, Real and Nominal Rate of Interest, Classical, Neo-Classical and Keynesian theory on interest rate, The IS/LM model, relative effectiveness of monetary and fiscal policies.
8. **Inflation:** Definition, Types, effects, control of Inflation, Deflation, Inflationary gap and Deflationary gap, Stagflation, Phillips Curve Hypothesis, The Natural Rate of Unemployment, Short run and long run Phillips curve, Adaptive and Rational expectation.
9. **Macro Economic Model:** Analytical foundations of Aggregate Demand and Aggregate Supply, Macro Economic Equilibrium, The clash between Keynesian and Classical views.

References:

1. Mankiw Gregory, (1999) 4<sup>th</sup> ED, Macroeconomics, Macmillan Worth Publishers, New York.
2. .Nag A, (1999) 1 st ED, Macroeconomics for Management students, Macmillan India Limited, New Delhi.
3. Gupta G.S(2001) 1<sup>st</sup> ED, Macroeconomics: Theory and Applications, Tata McGraw-Hill Publishing Company Limited, New Delhi.

4. Gupta Suraj B, (2001), Monetary Economics: Theory and Policy, S. Chand & Co. Ltd, New Delhi.
5. Froyen Richard, (1998), Macroeconomics Prentice hall, International Editions.
6. Acley, Gardner: Macroeconomics.
7. Samuelson Paul and Nordhaus William, (2001) 7<sup>TH</sup> ED, Economics, Tata McGraw-Hill Publishing Company Limited, New Delhi.
8. Darnbusch Rudiger & Fischer, (2001) 8<sup>th</sup> ED, Macroeconomics, Tata McGraw-Hill Publishing Company Limited, New Delhi.
9. Blanchard, Oliver jean and Fischer Stanely, (2003) 2<sup>nd</sup> ED, Lectures of Macro Economics, Prentice Hall of India Pvt Ltd, New Delhi.

**DEPARTMENT OF ECONOMICS  
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PAPER-III**

**Business Mathematics**

Module 1: Elementary Mathematics- Linear, Quadratic and Simultaneous equations (in two unknowns) and their solutions- Applications in Economics and Business – Market Equilibrium in a single market, Analysis of taxation, Market equilibrium in the two related markets, Applications in Macro-economic models.

Module 2: Arithmetic and Geometric Progressions- Applications in Economics and Business.  
Mathematics of Finance and Investment- Simple and Compound interest, Depreciation, Annuities, their Present Value, Sinking funds.

Module 3: Function and Graphs:- Linear, Quadratic and Cubic function & their graphs, Various types of functions; functions in Economics- Budget line, ISO cost line, ISO revenue line- Break even Analysis.

Module 4: Introduction to Differential Calculus: Concepts of limits and Continuity of functions- Differentiation of functions of a single variance – Definition, Interpretations, Rules of Derivatives Elasticity- Applications in Economics.  
Maximization and Minimization of functions- Applications in Economic and Business Analysis.  
Partial Derivatives- Optimization of functions of more than one variable- Applications in Economics and Business.

Module 5: Linear programming- Introduction- Graphical Solution- Revised Simpon Method- Applications in Economic and Business Analysis.

Module 6: Elemental Game Theory- Definition, Two-person Zero-Sum games- Pure strategies, Solution, Mixed strategies, Mini-max Principle- Applications in Economic Analysis.

Selected References:

1. Berry Tanuj, (1994) Mathematical methods for economists, Archetypal Publication, New Delhi.
2. Edward T. Dowling, (1997) 2<sup>nd</sup> Ed, Theory and problems of introduction mathematical economics, Schuam,s Outline Series McGraw Hill, New York.
3. Edward T Dowling,(2001) 1<sup>st</sup> ED, Mathematical methods for Business and Economics, Schuam,s Outline Series McGraw Hill, New York.
4. F Michael Wilkes,(1999) 2<sup>nd</sup> ED, Mathematics for Business Finance and Economics. International Thomson Business Press, London.
5. Martin Anthony And Norman Biggs, (2000) 3<sup>rd</sup> ED, Mathematics for Economics and Finance: methods and modeling, Cambridge University Press. New York.

6. R S Bhardwaj (2000) 1<sup>st</sup> ED, Mathematics for Economics and Business, Excel Books; New Delhi.
7. R G D Alln, (2000) 1<sup>st</sup> ED, Mathematics for Economics and Business, Excel Books; New Delhi.
8. Spooner H.A. & Wilson D.A.L.(1997) 1<sup>st</sup> ED, The Essence of mathematics for business, Prentice Hall of India Pvt.Ltd. New Delhi.
9. A.S. Ramasastry(2000) 2<sup>nd</sup> ED, Mathematics and statistics for Economics, Vikas Publishing House, New Delhi.
10. G.S. Monga, (2000) 2<sup>nd</sup> ED, Quantitative Methods for valuation of financial Assests, Response Books, New Delhi.
11. J.K. Sharama, (2000), Mathematics for Business and Economics Asian Books Pvt. Ltd.
12. A,C, Chiang, Fundamental Methods of Mathematical Economics.
13. Yamane, Taro : Mathematics for Economists

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**Business Statistics**

Module 1: Role of Statistics in Business Decision- Definition, Functions and Limitations of Statistics- Presentation of data – Frequency Distribution and Graphs- Lorenz curve and Gini Coefficient – Measures of Central Tendency- Mean, Median, Mode, Weighted Mean, Geometric Mean and Harmonic Mean – Application in Economics and Business.

Module 2: Correlation and Regression Analysis- Calculation and regression coefficients and Interpretation of the estimated regression coefficients- Interpretation of  $R^2$  - Application in business forecasting.

Module 3: Elementary Probability Theory- Theorems on Probability- Conditional probability- Bayes Theorem- Applications in Business- Random variable- Mathematical Expectation- application in decision- making theoretical probability Distributions- Binomial, Poisson and Normal- their Properties and Applications in business.

Module 4: Statistical Inference- Tests of Hypothesis- z, t, F and  $X^2$  tests and their applications in Business.

Selected References:

1. Hooda R.P. (1994) 2<sup>nd</sup> ED, Statistics for Business and Economics, Macmillan India Ltd. New Delhi.
2. Chandan J (1998), Statistics for Business and Economics, vias Publishing House.
3. Nagar A L (1997) 15<sup>th</sup> ED, Basic Statistics, Oxford University Press, New Delhi.
4. G V Shenoy & Late Madan Pant (1994) 1<sup>st</sup> Ed, Statistics Methods in business and social sciences Macmillan IndiaLtd. New Delhi.
5. K K Sharma, Sukhpal Singh (2000) 1<sup>st</sup> ED, Introductory Economics theory and Elementary Statistics, Unistar Books Pvt. Ltd, Chandigadh.
6. G S Monga, (2000) 2<sup>nd</sup> ED, Mathematics and Statics for Economics, Vikas Publications, New Delhi.
7. RichardI Levin, Devid S Rubin (2001) 7<sup>th</sup> ED, Statistics for Management, Prentice-Hall of India. Pvt.Ltd.Delhi.
8. Michel C Fleming & Josheph G Nellis (1997) 2<sup>nd</sup> ED, The Essence of Statistics for Business, Prentice-Hall of India. Pvt.Ltd.Delhi.
9. Mustafi Chandan Kumar, (1996), Statistics Methods, Mcmillan India Ltd, New Delhi.
10. S.C.Gupta: Statistics
11. S.C.Srivastava & Sangya Sivastava (2003) 1<sup>st</sup> ED: Fundamental of statistics, Anmol Publication Pvt.Ltd.
12. Yamane, Taro: Statistics: An Introductory Analysis.

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PAPER-V**

**Accountancy for Business Analysis  
Prepared by Heena Sunil Oza**

Objective: To make the students equipped to use various accounting concepts, tools, techniques for business analysis at micro level.

<b>Section-I</b>	<b>Weightage</b>
A. Introduction	05%
Accounting as an information system, overview of branches of accounting and its role, relationship of accounting and economics.	
B. Corporate Financial Reporting and Usage in Business Analysis	30%
a. Annual Report Overview	
b. Understanding Preparation of Financial Statements	
c. Broad Understanding of Accounting Standards (without specific-Accounting standard)	
d. Overview of Various Techniques of Financial Statement Analysis	
e. Ratio Analysis	
f. Fund Flow Statement	
g. Account Software-Tally	
C. Performance Measurement Systems	15%
a. ROCE	
b. EVA	
c. Balanced Scorecard	
<b>Section-II</b>	
D. Planning and Control Techniques	20%
a. Budgetary Control	
b. Standard Costing-emphasis on over head Sales Profit variance	
c. Responsibility Accounting and Transfer Price	
E. Decision Making Techniques	20%
a. Marginal Costing and CVP Analysis Cost-Volume Profit	
b. Capital Budgeting (if Included in Financial management, it can be excluded here)	
F. Strategic Cost Management	10%
Meaning, Importance and overview of various techniques.	
- Activity Based Management	
-	

References:

1. Management Accounting with Problems and Solution by Ravi Kishore, Taxmann Publications.
2. Management Accounting, R.S.N. Pillai & V. Bagavathi, S. Chand & Co.
3. Cost Accounting by Ravikishore.

Adv Cost & Management Accounting by Colin Dury, Taxmann Publication.

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**PAPER-VI**

**Business Organization**

**Unit-I: Organization:**

Concept and organization of a firm; ownership, control and objectives of the firm; passive and active behavior of the firm; Theories of firm; modern contractual approach; classification of industries.

**Unit-II: Market Structure:**

Sellers concentration: Product differentiation; Entry conditions; Economies of scale and scope; Market structure and profitability; Market structure and innovation; Indian industrial structure. Recent trends in Indian Industrial growth.

**Unit-III: Market Conduct:**

Product pricing; Theory and evidence; Theories and empirical evidence on Merger and acquisitions (M & As) and diversification, Research and Development, Advertising, Vertical restraints.

**Unit-IV: Marketing Performance and Policies:**

Growth of the firm; Size and growth of a firm; Growth and profitability of the firm; Constraints on growth; Productivity, efficiency and capacity utilization; Concept and measurement, Indian Industry.

Industrial policy in India; Role of Public and private sectors; MNCs and transfer of technology; Liberalization; Impact of privatization/deregulation on cost, productivity & pricing, Exit policy & Social security & labour market reforms.

Basic Reading List

1. Ahluwalia, I.J.(1985), Industrial Growth in India, Oxford University Press, New Delhi.
2. Barthwal, R.R.(1992), Industrial Economics, Wiley Eastern Ltd., New Delhi.
3. Chamalusa R. & Robers, W.( ), Handbook of Industrial Organization.
4. Cherunilam, F.(1994),Industrial Economy in India (3<sup>rd</sup> Edition), Himalaya Publishing House, Mumbai.
5. Desai,B.(1999),Industrial Economy India (3<sup>rd</sup> Edition), Himalaya Publishing House, Mumbai.
6. Divine,P.J. and R.M. Jones et.al.(1976), An Introduction to Industrial Economics, George Allen and Unwin Ltd., London.
7. Government of India, Economic Survey, (Annual).
8. Hay, D. and D.J. Morris (1979), Industrial Economics:theory and Evidence, Oxford University Press, New Delhi.
9. Kuchhal, S.C.(1980), Industrial Economy of India (5<sup>th</sup> Edition), Chaitanya Publicing House, New Delhi.
10. Reserve Bank of India, Report on Currency and Finance(Annual).
11. Sing, A. and A.N. Sadhu(1988), Industrial Economics, Himalaya Publishing House, Bombay.
12. Handbook of Industrial Economics
13. Industrial Organization, sandesara

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**PAPER-VII**  
**Computer Application**

1. Fundamental of Computer
2. Windows, MS-Office and Business Applications:  
Microsoft Word: Basic features-Text formatting- Create professional documents-  
Advance feature of Microsoft word,
3. Use of Microsoft Excel in Business Analysis:  
Microsoft Excel: Basic features- Data entry- Creating chart- Mathematical functions-  
Statistical functions- Financial functions- Data Analysis tool pack- Linear  
Programming(Application of Solver)
4. Use of Power point: Basic feature- Slide show Presentations
5. Use of SPSS(Statistical Package for Social Science):  
Overview of SPSS- Frequency distribution- Descriptive(measure of central tendency,  
measure of dispersion)- Cross tabulation(along with Chi-square analysis)- Compare mean  
one sample t-test, Independent sample t-test, paired sample t-test, one way ANOVA)-  
Correlation (bivariate) – Regression(Linear)- Multiple regression- Nonparametric tests-  
Data reduction technique( Factor analysis)
6. Use of E-views/Gretl:  
Basic feature-Regression- Time series analysis (Depersonalizing time series)-  
Autoregressive process (AR), Moving average process (MA), ARMA and ARIMA  
process-Stationary of time series- forecasting-Granger causality
7. Internet:  
Basic feature- email-internet browsing- searching-downloading
8. Digital information:  
Bibliography and literature search- Statistical information on web and CDs-E-groups  
discussion forums.

Assessment:

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

Total marks: 150 (50 marks form internal evaluation + 100 from external evaluation)

Internal evaluation:

Practical/Class presentations: 25 marks

Term paper: 25 marks

External evaluation:

Project: 50 marks

Practical/Viva: 50 marks

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**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 Preference:

1. R.L. Gupta, V.K. Gupta, (1992), Analysis of Financial Statement, Sultan Chand & Sons.
2. How to Read the Balance Sheet, (2001) 1<sup>st</sup> ED, Oxford & IBH Pub. Co.Ltd.
3. Kuchhal S.C, (2000) 23<sup>rd</sup> ED, Corporation Finance, Chaitanya Publishing House, Allahbad
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) 5<sup>th</sup> ED, Financial Management: theory and practices, Tata McGraw Hill, New Delhi.
7. Buckley Adrian, (1998) 3<sup>rd</sup> ED, Multinational Finance, Prentice Hall of India Pvt.Ltd, New Delhi.
8. Khan M.Y. and Jain P.K, (1999) 3<sup>rd</sup> ED, Finance Management – Text and Problems, Tata McGraw Hill, New Delhi.
9. Singh Indrajeet and Gupta N.S. (1977) 1<sup>st</sup> ED, Financing of Small Industry, S. Chand & Company Ltd. Ram Nagar, New Delhi-110 055

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**PAPER-IX**

**Taxation: Theory and Practice**

1. The Fundamental of Taxation: categories of revenue: Direct and Indirect- type and kinds of- Merit and Demerits- Progressive, proportional, regressive tax systems: Principles of Taxation- Cost, Benefit and Ability; Impact and Shifting of tax and facets 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) Introduction to service tax and framework – aspects related to administering the same – classification of
4. Tax Planning: Meaning, Devices-Incentives- Exemptions- Rebates- Deductions under various section.
5. Filings of reruns: Right of assesses-compliances.(New)

Selected References:

1. Musgrave R.A and Musgrave P.B (1989) 5<sup>th</sup> 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) 5<sup>th</sup> ED, Public Finance; Himalaya Publishing House, Mumbai
4. Singhania V.K (1999) 12<sup>th</sup> 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) 1<sup>st</sup> ED, Corporate Laws and Secretarial Practice, Sulranchand & Sons, Delhi.
12. G.Sekar,(2003) 3<sup>rd</sup> ED, Income tax & Central Sales tax, C.Sitaraman & Co.Pvt,Ltd, Law Book Publishers.

**DEPARTMENT OF ECONOMICS  
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PAPER-X  
Banking and Insurance**

**Banking:**

Unit-1:

- a) Principle of Banking
- b) Evolution of Banks
- c) Sources and Uses of funds in Banks
- d) Banker Customer relationship

Unit-II: Forms of Banking

- a) Branch Banking
- b) Unit Banking
- c) Group Banking
- d) Chain Banking
- e) Corresponding Banking

Unit-III: Banking and Financial Institutions in India

- a) Commercial Banks
- b) Co-Operative Banks
- c) Regional Rural Banks
- d) Agricultural & Rural development Banks

Unit-IV: RBI

Unit-V: Services Provided by banks (ATM, Safe Custody, remittance, Credit Cards. EFT)

Unit-VI: M/S in Banks

Unit-VII: Current development in Banking Industry

Unit-VIII: Case Studies

**References:**

- a) Banking Theory & Practices by Dr. P.K. Shrivastava
- b) RBI bulletins, ICFAI publications
- c) Indian Financial System by H.R. Machhilayu
- d) Financial Institutions & Markets by L.M. Bhole
- e) Commercial banking by Indian Institute of Bankers

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**PAPER-X**  
**Insurance**

Unit-I:

- a) Principles of Insurance
- b) Insurance & Social Security
- c) Insurance & Economic development
- d) Business Environmental & Insurance

Unit-II: Classification of Insurance

- a) Business point of view
- b) Risk Point of view

Unit-III: Process of Insurance: Life, fire and marine

Unit-IV: Underwriting in Life Insurance

Unit-V: Health Insurance

Unit-VI: Project Insurance

Unit-VII: Retirement Plans & Pension Plans Products

Unit-VIII: Growth of Insurance in India

- a) LIC
- b) GIL

References:

1. Insurance Fundamentals- Environment & Procedure by B.S. Bodla, M.C. Geng & K.P. Singh
2. Insurance Principle & Practice by M.J. Mathew
3. Insurance in India by P.S. Palande & R.S. shah
4. Principles & Practice of Insurance by Kothari & Bhatt

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**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**

Introduction to Insurance – principle 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. Bodia, 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*, Sahnya 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) 1<sup>st</sup> ED, *Banking Future*, Dominant Pub & Distributors.
12. Bodia and Garg M.C, (2003), 1<sup>st</sup> ED, *Insurance : Fundamentals, Environment and* Publication, New Delhi.



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**PAPER-XI**  
**Principles of Management**

1. Nature of management – basic concepts of management – elements of management –levels of management and their respective functions - - management and external environment – the social responsibility of management – professionalism in management
2. The evolution of modern management thought – Frederic Taylor & scientific management – Henry Fayol – general principles of management – elements of management – coordination as an essence of management
3. Planning – basic planning process – types of plans – objectives – nature of objectives – concepts of management by objectives - management by exception – process strategies and implementation
4. Decision making – Departmentation – Delegation of authority – Centralization and decentralisation of authority – line and staff relationship – conflict and coordination –concept of staffing and directing – motivational theories and techniques –
5. organizational structures and types – communications and barriers – management control and process – management audit – social audit – leadership and applicability in organization
6. International management – concept and international management- some international contemporary issues – globalization and global business practices

**Selected References:**

1. Stoner and Freeman – (2003), 6<sup>th</sup> Edition Prentice Hall (India) Management (Text Book)
2. Haynes & Masse- Management Analysis, Concepts and Cases.
3. Koontz O Donnell, (1999) 5<sup>th</sup> ED, Essentials of Management, Tata McGraw Hill Publication.
4. Koontz O Donnell Management
5. Gita Piramal (1997) Business Maharajas Penguin Books; New Delhi.
6. Rustomji & Parkinson (2003) 1<sup>st</sup> ED, Vision Books New Delhi Great Ideas in Management .
7. L.M.Prasad, (2000) 5<sup>th</sup> ED, Principle and Practice of Management, Sultan Chand and Sons Education Publishers, New Delhi.
8. Peter Drucker, (2001) 1<sup>st</sup> ED, Butter worth Heinemann, New Delhi.

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**PAPER-XXI**

Economic of Human Resources

1. Role of Human Resources in Business
2. Nature and Scope of Economics of Human Resources.
3. Definition and Problem of Unemployment: Types of Unemployment- Causes and remedies of the Problem in India Employment Policy in India.
4. Main Characteristics of the Indian Labour Force: Characteristics of the Indian labour Market- Urbanization- Migration- Labour reforms in India.
5. Trade Union Movement: Types of Trade Unions- Weaknesses of trade Union in India- Remedies- View of National Commissions on labour- Importance of Social Security- Type and Schemes implemented by the Government of India- Industrial Disputes- Causes- Method to solve industrial disputes.
6. Training: Types of Training- OJT Importance of Manpower Planning.
7. Occupational Hazards: Definition- types- chemical, biological, physical, mechanical, psychological: Measures for Preventing them..
8. Business Environment: Business- Environment- Business Interlinks: Types of pollution.

Selected References:

1. Park K (2000) 16<sup>th</sup> ED, Text book of preventive and social Medicine, M/s Banaradidas Publishers, Bhanot, Jabalpur.
2. Rao V.S.P (2000) 1<sup>st</sup> ED, Human Resource Management Text and Cases, Excel, New Delhi.
3. Blaug, Mark Economics of Education Vol. I&II.
4. Todaro M, (2000) 7<sup>th</sup> ED, Economic Development, Addition Wesley Longman Pvt Ltd, New Delhi.
5. Ruddar Dutt & Sundaram, (2000) 45<sup>th</sup> ED, Indian Economy, S.Chand & Co. Ltd, New Delhi.
6. Kothari V.N, Issues in Human Resources.
7. Rao T.V, (1996) 1<sup>st</sup> ED, Human Resources Development, Sage Publication, New Delhi.
8. Gupta G.S, (2002) 1<sup>st</sup> ED, Macro Economics, Tata McGrw Hill Publication, New Delhi.
9. King Jean, Labour Economics
10. Samuelson Paul, (1998) 16<sup>th</sup> ED, Economics, Tata McGraw Hill Publication, New Delhi.
11. Kapila Uma, (2004) 15<sup>th</sup> ED, Indian Economy, Academic Foundation, New Delhi.
12. Smith Maccormick, Labour Economics.
13. Mamoria C B, (2002) 14<sup>th</sup> ED, Dynamics Industrial Relationship, Himalaya Publishing House, Mumbai.
14. Manappa Arun, (2001) 19<sup>th</sup> ED, Industrial Relations, Tata McGraw Hill Publication, Nw Delhi.
15. Singh Jwiteshkumar, Labour Economics.
16. Jhingan, Desai & Bhatt, (2003) 1<sup>st</sup> ED, Demography, Vrinda Publications Pvt Ltd.

17. Hand Book of Labour Economics, North Holland.
18. Rees Albert, Economics of Work and Pay.
19. Reynolds L.G, Economics of Labour and Labour Relations.
20. Blaug Mark, Economics of Education Vol I & II
21. Rao, V.S.P, (2002) 1<sup>st</sup> ED, Human Resources management, Excel Books, New Delhi.
22. N. Manivasakam, Environmental Pollution.
23. Sama A.M, Industrial Health and Safety Management.
24. Park Book of Medicine

Reports:

1. Economic Survey (GOI, New Delhi)
2. Indian Development Report (IGIDR, Mumbai)
3. Human Development Report (UNDP)(Various Issues)
4. World Development Report (WB)

For Data

1. CMIE Volumes (Mumbai)
2. India (GOI, new delhi)
3. Economic Survey (GOI, new delhi)
4. Indian-Statistics (Rupa & Co.New Delhi)
5. Manpower Profiles (IAMR, New Delhi)
6. Human Resource Profiles (IAMR, New Delhi)

**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-III**  
**PAPER XIII**  
**PRINCIPLES OF MARKETING**

1. Concept of marketing, marketing systems. Analyzing marketing opportunities. Marketing Environment,
2. Planning for market process – analyzing marketing opportunities – marketing environment
3. Consumer buying behavior – meaning and definition of consumer behavior – importance - factors influencing consumer and buying process
4. Industrial marketing. Marketing Research, Market Segmentation, Targeting and positioning. Developing Marketing Strategies,
5. New product development. Product Life Cycle, marketing strategies for market leaders, challengers, followers.
6. Marketing strategies for global marketplace. Promotion mix and communication channels. Marketing control.
7. Rural marketing, Online marketing. Relationship marketing.

| **SELECTED REFERENCES:**

- **Philip Kotler** , (2001), *Marketing Management*, Prentice Hall of India, New Delhi.
- **William Stanton**, (2002) *Fundamentals of marketing*. Prentice Hall of India, New Delhi.
- **Richard Irwin** , *Basic Marketing Managerial approach*
- **Eugene Kelley** , *Marketing Management*

**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-III**  
**ANY TWO FROM THE FOLLOWING GROUP**  
**(PAPER XIV & XV):**

**Banking**

**Section I**

Unit-I: Bank Balance Sheet

1. Assets & liabilities
2. Profit abilities
3. Banking Regulation Act, 1949

Unit-II: M/S and E-business

1. Meaning
2. M/S in Banks
3. E-business

Unit-III: Performance Budgeting

1. Meaning
2. Importance
3. Application

Unit-IV: Banking Services

1. Remittance
2. Safe Custody
3. Safe deposit vaults
4. ATM
5. Credit Cards, etc

Unit-V: Credit Appraisal Techniques

1. Financial Analysis for lending
2. Assessment of credit
3. Monitoring of advance
4. Nursing for Sick units

Unit-VI: Lending Schemes

1. Agricultural
2. SSI and
3. Retailer lending
4. Housing finance

Unit-VII: Movement of Interest rates and their causes

Unit-VIII: Case Studies

## **Section II**

Unit-I: Retailer Banking and Corporate Banking

1. Deposit Product
2. Supply chain Management
3. Case Management Services
4. Real time gross settlements
5. Merchant Banking
6. Venture Capital
7. DICGC

Unit-II: Banking Sector Reforms: Recommendations of

1. Narsimham Committee
2. Basel Committee
3. COSO's Risk Management framework

Unit-III: Rating system for Banks

Unit-IV: Role of Private Banks in India

1. Nationalization
2. Customer Centric Organization
3. Stock-holders expectations
4. Challenges ahead

Unit-V: Bank Audit

Audit under computer environment

Unit-VI: Management of NPA: Causes, Classification, Provisions, its effect on Profitability, Strategies for NPA reduction, Role of Asset Reconstruction Companies, Securitisation Act.

Unit-VII: CRR, SLR and CRAR

1. Cash Reserve ratio
2. Statutory liquidity Ratio
3. Capital to Risk weighted Assets ratio

Unit-VIII: Lead Bank Scheme

## **References:**

- 1) Performance Budgeting for Commercial Banks in India by S. Singh
- 2) Advance Accounts by R.L. Gupta
- 3) Banking law and Practice by P.M. Varshney
- 4) Practice and law of Banking by H.C. Agrawal
- 5) Practice Banking advances by Bedi and Hardiker
- 6) Banking Theory & Practice by Dr. P.K. Shrivastva
- 7) Monetary & Financial sector reforms in India by Y.V. Reddy
- 8) RBI Bulletins, ICFAI journals, publication
- 9) Commercial Banking by Indian Institute of Bankers
- 10) Banking Theory & Practice by K.C. Shekhar

**MBE Semester III**  
**Paper 14/15**  
**Insurance**

- **General Insurance-Personal**  
Principle of General Insurance. Personal General Insurance Products like fire, personal liability, homeowners, personal motor and miscellaneous insurance, Terminology, Perils, Clauses and Covers. Risk Assessment. Underwriting and Ratemaking, Product design, development and evaluation, loss prevention and Control, Claims management. Reinsurance, Marketing and Servicing, IT application Legal framework and documentation. Case studies.
- **General Insurance-Commercial**  
Commercial General Insurance Products like fire, motor, aviation. Engineering, agriculture marine, credit risk, liability. Bonding, surety, workers compensation and miscellaneous insurance. Terminology, Perils, Clauses and Covers, Risk assessment. Underwriting and Ratemaking, Product design, development and evaluation. Loss Prevention and Control, Claims Management, Reinsurance, Marketing and Servicing. II applications. Legal framework and documentation, case studies.

**Selected References:**

1. Bolda B.S & others, (2003) 1<sup>st</sup> ED, Insurance: Fundamentals, Environment and Procedures, Deep & Deep Publication, New Delhi.
2. Taxmann, (2004) 1<sup>st</sup> ED, Insurance Law Manual with IRDA Circulars & Notifications, Taxmann Publications(P) Ltd.59/32, New Rohtak Road, New Delhi.
3. Mishra M.N, (2003) 1<sup>st</sup> ED, Insurance-Principle and Practices, Central Statistical Organization, Ministry of Statistics and Programme Implementation Government of India, New Delhi.
4. Mathew M.J, (2001) 2<sup>nd</sup> ED, Insurance Principles & Practices, RBSA Publishers, Jaipur.

**MBE Semester III**  
**Paper 14/15**  
**Finance**

- **Portfolio Management**  
Introduction to Portfolio Management. An Optimum Portfolio Selection Problem, Markowitz model, Sharpe model, Risk and Return Analysis, Types of Risk. Portfolio of two securities and more than two securities, Efficient frontier. Relationship between leveraged and unleveraged portfolio. Capital asset Pricing Model, Portfolio Investment process. Bond portfolio Management Strategies, Investment timing and Evaluation of portfolio. Corporate Portfolio management in India, International Diversification, International Portfolio management.
  
- **Mutual Funds**  
History of Mutual funds in India, Meaning of Mutual funds, types of mutual funds. Advantages of mutual funds, limitations of mutual funds. New innovative mutual funds products, scenario of Indian mutual funds industry, world mutual fund scenario, financial planning role in mutual funds. Risk and returns analysis in mutual funds, regulatory framework for mutual funds, role of RBI and SEBI in development of mutual funds. Recent development of mutual funds and case studies of UTI mutual funds and Alliance Capital Mutual funds, late trading of mutual funds in the USA and its impact on Indian mutual funds. Share of mutual in household savings investments.

**Selected References:**

1. Gordon Natrajan, (2004) Financial Markets and Services, Himalaya Publishers
2. V.KBhalla, (2002) 1<sup>st</sup> ED, Investment management
3. AMFI mutual funds material issued by UTI.
4. Alexander Gordon and Sharpe William. Fundamental of Investments
5. V.L.Bhalla, (2003) Investment Management, Himalaya Publishers.
6. Elton Edwin, Modern portfolio Analysis and Investment Analysis.
7. Lee cheng, Security analysis and portfolio management.
8. Harry Markowitz, Mean and Variance Analysis in Portfolio Choice and Capital Market.

**MBE Semester –III**  
**Paper 14/15**  
**Marketing**

- 1. Advertising & Sales Promotion Management - Dimensions of Advertising Concepts and Advertising Management;
- 2. Advertising and Marketing mix; Advertising and other promotional tools – purpose of Advertising, Business of Advertising, Planning and Objective setting; Framework of the Planning process. And other promotional tools – advertising types for products and services
- 3. Media planning and strategy - types of media – selection criteria
- 4.. Communication and Persuasion Process; DAGMAR approach and positional planning of an Advertising Campaign, Copywriting Creative Execution; Message Strategy; Copy testing;
- 5.. The Advertising Industry; Media Planning Media Objectives; Ethical aspects of Advertising Internet Advertising; Evaluation of Advertising Campaign; Nature and types of sales
- 6. Consumer Analysis and Marketing Research – nature and scope – problem formulation –research process
- 7. ; Research Design- Exploratory, Descriptive and experimental Research; Methods of Data Collection-Observational and Survey Methods;
- 8. Questionnaire Design; Attitude Measurement Techniques; Administration of Surveys; Sample Design; Field Work and Tabulation of Data; Analysis of Data.

Selected References:

1. Suja A. Nair, (2001) 1<sup>st</sup> ED, Consumer Behaviour in Indian Perspective (Text and Cases), Himalaya Publishing House, Delhi.
2. S.L. Gupta, Marketing Research, New Edition, Excel Books, New Delhi.
3. Debashis Pati, (2002) Marketing Research, Universities Press Pvt. Ltd., Hyderabad
4. Kotler Philips. Marketing management.

**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**PAPER XVI**  
**INTERNATIONAL BUSINESS ENVIRONMENT**

International business an overview, types of International Business, Economic, Political, Social and Technological environment. Influence on Trade and Investment Pattern, Recent Investment trends. & World Trade Organization, Tariff and Non Tariff Barriers, Regional Blocks, International production, Internationalization of service firms, forms of entry into other countries. Offshore financial Centers, International banks, Eurocurrency markets. World Stock Markets, Euro bonds. International Human Resource development, Globalization with Social Responsibility, Role of World Bank, Foreign Exchange Market Mechanism, Currency rates and their determination. Export management, India share in world trade and current events that affect the international business.. Country risk analysis. International standards organization. Doing business report 2007 & indicators.

**SELECTED REFERENCES:** ^ •

- **Alworth Julian** , (2003) Investment and Taxation Decision a/Multinationals.
- **V.K.Bhalla** , (2002) 3 rd Edition international Business Environment International Economy liberalization process.
- **Allan Shapiro** , (2003) International financial markets, Tata Macraw Hill Ltd.

**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**PAPER XVII**  
**BUSINESS ENVIRONMENT AND POLICY**

**ECONOMIC ENVIRONMENT** - concepts and significance of Economic environment, components of economic environment, types of economic system like mixed economy, socialism and capitalism. National income and distribution, and its implications on Business. Monetary policy and Fiscal policy. Industrial policy and Five years plans.

**SOCIAL ENVIRONMENT**- Concept and significance of social environment. Interdependence of business and society. Culture and organization, social responsibility of business and trusteeship management, business ethics, management education India, Problems and challenges before Indian manager. Chamber of Commerce.

**TECHNOLOGICAL ENVIRONMENT** - concept and significance, impact of technology on firm and country, total quality management(TQM), International Organization for Standardization (ISO), Technological choice and the impact of technology on ecology, usefulness of technology for the growth of mankind. Role of Government, Business and Society, Social Responsibility of Business.

**POLITICAL ENVIRONMENT** - Concept and significance, impact of political environment on Business

**SELECTED REFERENCES:**

- **Francis Cherunilam** , (2003) 3 rd Edition, *Business Environment*, Himalaya Publication.
- **Ruddar Dutt & Sundaram** , (2004) 48 th ED, *Indian Economy*, S. Chand & Co. Ltd, New Delhi.
- **Aswathappa** , (2001), *Essential of Business Environment*, Himalaya Publication House, Mumbai.

## **MBE III**

### **Paper XIII**

#### **Principles of Economic Legislations**

1. Indian Contract Act, 1872- Essential of Valid Contract, Void Agreement, Performance of Contrats, Breach of Contract and its Remedies, Quasi Contracts, Offer, Acceptance, Laps of offer, Laps of Acceptance, Parties competent to Contract. Law of Agency, Bailment (New)
2. Sale of Goods Act, 1930- Introduction, definitions, Types of Goods, Essentials of Valid sale contract. Difference between sale and Agreement to sale, Conditions and warranties, unpaid seller and his rights.
3. Indian Partnership Act, 1932- Essential of Partnership, rights and duties of partners, minor as a partner, Partnership properties, relation of partnership.
4. Companies Act, 1956- History of Companies Act, Meaning of Company, types of companies, Formation of Companies, Promoters and their duties, Memorandum of Association, Articles of Association, Doctrine of Indoor management, Doctrine of Ultra virus, Prospectus, Directors and their duties and liabilities, Winding up, Meetings and their resolutions, Conversion of Companies.
5. Consumer Protection Act 1986- History of Consumer protection Act, right and duties of a consumer, consumer redressal agencies, forms of consumer exploitation, recent amendment in the act, Consumerisms movement in India. IPS, Environmental Acts, IPRs and Laws, E.P. Act (New)

#### **Selected References:**

1. Sudhir Prakashan, (2002) 3<sup>rd</sup> ED, Business Laws.
2. Avatar Singh (2003) 4<sup>th</sup> ED, Company law.
3. Kherganwala J.S.-Negotiable Instruments Act.
4. Shah S.M, Lectures on Company Law.
5. Tuteja S.K – Business law of Managers.
6. Punekar S.D. and other, (2004) 13<sup>th</sup> ED, Labour Welfare, Trade Unionism and Industrial Relations, Himalaya Publishing House “Ramdoot”, Mumbai.
7. Tulsian P.C, Business Law, (2000) 2<sup>nd</sup> ED, Tata McGaw Hill Publishing Co.Ltd, New Delhi.

**DEPARTMENT OF ECONOMICS**  
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**SEMESTER-IV**  
**ANY TWO FROM THE FOLLOWING GROUPS**  
**(PAPER XIX & XX):**

[

**BANKING**

**Section I**

Unit-I: Treasury Management

1. Scope & Functions
2. Responsibility of a Treasurer

Unit-II: Time value of Money

1. Rational
2. Future value
3. Present Value
4. Practice Application

Unit-III: Risk and Returns

1. Meaning
2. Risk & Return of a Single asset
3. Risk & Return of portfolio
4. CAPM (Capital Asset Pricing model)

Unit-IV: Electronic Banking

1. Information Technology
2. Data Communication
3. Security in EC
4. Core Banking

Unit-V: Foreign Exchange

1. Meaning & Principles
2. Foreign Transactions of Banks

Unit-VI: International Banking

1. Features
2. Bank agencies
3. Payment Mechanism
4. Recent Trends

Unit-VII: Case Studies

## **Section II**

### Unit-I: Role of International Organizations

1. IMF
2. IBRD

### Unit-II: Euro Currency loan: Recent Issues & Problems

### Unit-III: EXIM Bank

1. Export Promotion Schemes
2. Management & Operation
3. Export Credit guarantee Corporation of India (ECGC)
4. Foreign exchange & Export Finance
5. International liquidity

### Unit-IV: Merchant Banking

1. Fund raising
2. Capital Structuring
3. Corporate advising
4. Mergers, acquisitions & Strategic tie-ups

### Unit-V: Ethics and Corporate governance

1. Code of Ethics in Banks
2. New Basel accord & CG.

### Unit-VI: Bank Management

1. Portfolio Management
2. Risk Management
3. Customer Relationship management
4. Total Quality Management
5. Knowledge Management
6. Performance & Bench Marking

## **REFERENCES:**

1. International & Financial Management by V.K. Bhalla
2. Banking & Monetary Policy, Malti Anagole
3. Foreign Exchange & Financial of foreign Trade by S.K. Verghese.
4. International Finance Theory & Practice by V.A. Avdhani
5. Finance of Foreign Trade & Foreign Exchange by G.S. Lale
6. RBI Bulletins, ICFAI Publications
7. Dr. P.K. Shrivastava's Banking Theory & Practices
8. Commercial Bank Management by Peta S. Rose



**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**ANY TWO FROM THE FOLLOWING GROUP**  
**(PAPER XIX & XX):**

[B] **INSURANCE**

Introduction to Risk and Insurance. Risk identification and Risk evaluation. Selection and implementation Techniques, Risk - management techniques. Principles of Insurance and Insurance Contracts, Risk Management and Insurance Industry, Principles of Management, Practice of Management, Effective management of Insurance organizations. Leadership, Entrepreneurship. Globalization. performance and benchmarking. Customer Centric organization. Knowledge management. Management Information System, Convergence of Financial Services Markets, Stockholders Expectations, Enterprise Risk Management, Ethics and Code of conduct. Information Theory and its application to Insurance.

**SELECTED REFERENCES:**

- Bodia **B.S & others** , (2003) 1st ED, *Insurance . 'Fundamentals, Environment and Procedures*, Deep & Deep Publication New Delhi.
- **Taxman** , (2004) 1st ED, *Insurance Law Manual with IRDA Circulars & Notifications* , Taxman Publications Cp) Ltd. 59/32, New Rohtak Road, New Delhi.
- **Mishra M.N** , (2003; 1st ED, *Insurance- Principle and Practices, Central Statistical Organization*, Ministry of Statistics and Programme Implementation Government of India , New Delhi. "
- Mathew **M.J** . (2001) 2nd ED, *Insurance Principles & Practices*, RBSA Publishers, Jaipur.
- Crawford, **M.L.** Life and Health Insurance Law, McGraw Hill, Irwin, 1998.
- Ganguly **Anand**, Insurance Management. New Age Publishers Ltd., **Delhi 2002 9**
- **Gupta, A.**, "Privatisation of General Insurance Sector-How much Rationale" 1998
- Harrington, S.E. and Gregory, **R.N.**, Risk Management and Insurance, McGraw Hill, Irwin, 1999
- Srivastva, **D.C. and Srivastva, Shashank**, Indian Insurance Industry-Transition and Prospects, New Century Publication Delhi, 2001

- [www.healthinsuranceohio.com](http://www.healthinsuranceohio.com)
- [www.indiainfo.com](http://www.indiainfo.com)
- [www.insuranceinstituteofindia.com](http://www.insuranceinstituteofindia.com)
- [www.quickeninsurance.com](http://www.quickeninsurance.com)

**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**(PAPER XIX & XX):**

[C] **FINANCE**

1. Financial market. Money markets, capital market- recent trends in Capital market. New Issue market and Government securities Market, Financial Sector Reforms, Working of stock Exchanges, NSE, BSE and OTC. SEBI and its role in the Indian Capital Market. Investor's Protection.
2. **Financial Services**  
Leasing Finance, Venture Capital, Derivatives Market, Credit rating.
3. **Financial Institutions** ^
  - (a) Indian
  - (b) International

**SELECTED REFERENCES:**

- **VK Bhalla.** International Financial management
- **Van Harne.** Fundamentals of Financial Management
- **Alan Shapiro** (1999). *Multinational Financial Management*, John wity & sons. New York.
- **Michael Porter**, *Trading in currency options Competitive Advantage.*
- **G.Ramesh Babu**, Indian Financial System
- **SEBI Publications**
- **RBI Publications**

**DEPARTMENT OF ECONOMICS**  
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**SEMESTER-IV**  
**ANY TWO FROM THE FOLLOWING GROUP**  
**(PAPER XIX & XX):**

**[D] MARKETING**

**SERVICE MARKETING**

Emergence of Service Economy. Nature of Services. Goods and Services Marketing, Marketing Challenges in Service Business, Marketing framework for Service Business, The Service Classification. Service Product Development, Service Visions and Service Strategy, Quality Issues and Quality -Models, Demand Supply management. Advertising, Branding and Packaging of Services, Recovery Classification of Services, Marketing of financial services. The Indian scene, Designing of service strategy.

**BRAND MANAGEMENT**

Concept of Brand, Understanding brand concept of brand knowledge, Brand personality. Brand equity. Brand positioning. Brand value and Brand research. Issues in managing the brand-brand portfolio, brand positioning strategy. Measuring brand equity. Extensions of brand. New brand development. Product offering, Differentiating, the process, setting objectives, market dynamics. Launching new brands, Role of promotional tool like Advertising, sales promotion, direct marketing in brand building, Net branding. Brand leadership. Brands as intellectual property. Branding the corporate. Brand Revitalization, Branding in different sectors : Customer Industrial. Retail and Service.

**SELECTED REFERENCES:**

- **Lovelock Christopher**, (2003) 2nd ED, *Managing Services, Marketing operations and Human resources* Tata Macgraw Hill Ltd. .
- Mcdonald, Malcom and Paync, (2002) 1st ED, *Marketing planning for services*, Pearson Education Ltd.
- **Aaker David**. f20U 3) 3rd ED, *Brand Leadership*, **Tata Macgraw Hill Ltd.**
- **Kapferer Jean Noel**, *Strategic Brand Management*.

**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**(PAPER XIX & XX):**

**IE1 ECONOMICS AND MANAGEMENT OF HUMAN RESOURCE DEVELOPMENT**

1. The concept of Human Resource Development (HRD) and Human Development(HD)-  
Human capital vs Physical capital- Role of Human Resources in Economic Development-  
Objectives and functions of HRD Department
2. Labor Market Signals-Screening-productivity
3. Types of wages-wage determination-wage differentials-wage-income policy.
4. Nature and scope of .Hunan resource management-Human resource portfolio-Human  
resource planning-Human resource audit.
5. Importance and types of training-motivation-performance appraisal-promotion-organization  
health profiles-organization behavior-stress management.
6. Selection-Recruitment-Participative management-virtual organization.
7. Case studies.

**REFERENCES:**

- Human Resource Development- T.V.Rao
- HRD in the New Economic Environment T.V.Rao & Others
- Human Resource Management Biswajeet Pattanayak
- Human Resource and Personnel .Management - K Aswathappa
- Personnel and Human Resource management - A.M.Sarma
- Human Resource, managemnt and Industrial Relations P.N. Subramani and G-Rajendra.
- The Economics of Labour Market - Bruce Kanfman & Julie L Hotchkiss.
- Economics of work and pay - Albert Rees
- Issues in Human Capital Theory and Human Resource Development Policy V.N. Kothari.  
Labour Economics - M.V. Joshi
- Economics Issues and Policy - Brux and Cowen.
- Economics - Paul Samuelson.
- Economics-A Complete Course-Danmoynihan & Brain Titley.
- . Industrial Economics-Barthwal

- Industrial Economy of India - S.S.M. Desai &N. Bhalerao

**DEPARTMENT OF ECONOMICS**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**(PAPER XIX & XX):**

**[F] QUANTITATIVE TECHNIQUES**

1. Matrices, Determinants and applications.
2. Calculus: Partial Derivatives, Applications, Maximization and Minimization of more than one variable. Unconstrained and Constrained optimization, Lagrange's Multiplier Method, Applications.
3. Multivariate Regression Models, Estimation, Tests of Hypothesis, AN OVA, Applications. Use of Dummy variables (Independent and Dependent)
4. Multivariate Analysis-Principal component Analysis, Factor Analysis.
5. Elements of Decision Theory.

**REFERENCE BOOKS:**

- **Damodar Gujarati:** Basic Econometrics. 3<sup>rd</sup> Edition. McGraw Hill International Edition, 1995
- **Ramu Ramanathan:** Introductory Econometrics with Applications, 2002
- **G. S. Monga:** Mathematics and Statistics for Economists, 2000
- **Shrinath Baruah:** Basic mathematics and Its Application in Economics, McMillan India Ltd., 2001
- **J. K. Sharma:** Mathematics for Business and Economics Asian Books Pvt. Ltd., 2002

## **[G] IMPORT EXPORT MANAGEMENT :-**

International Marketing - Definition and concept, Distinctions between International Trade and Internal Trade, Environment of International Marketing International; Institutions - World Bank, IMF, UNCTAD, WTO, Economic Integration Customs Union, Common markets. Free Trade Zones, Tariff and Non-tariff barriers, India and World Trade, Procedure and Documentation of Imports and / Exports, International Product life Cycle, Promotion strategy, Pricing Strategy and Ventures and Projects. Packaging and Labeling, Legal dimension of International Marketing, Problems of Indian Exports, Role of Exim Bank, Letter of Credit, Balance of Payments and its importance 4& International Trade, Risk in Foreign Trade and Management, Strategic Market Plan, EXIM policy, Foreign Trade Policy, Case studies in Indian and International context.

### **Suggested readings :**

1. International Marketing by Pripalomi V.H., Prentice Hall
2. Export Marketing : Strategies for Success, Global Business Press, New Delhi
3. Global Marketing Management by Keegan Warren, Prentice Hall Inc.
4. International Marketing : Strategies for Success by Johri Lallit, University of Delhi,  
Faculty of Management Studies.

**N.B.** At the end of the IVth Semester students have to go for forty days **Project Training**. They have to submit **Project Report** to the Department.

(i) Project Report 200 marks

(ii) Viva Voce 100 marks

Total 300 marks