ARYABHATTA KNOWLEDGE UNIVERSITY

Course Structure and Syllabus

BACHELOR IN BUSINESS ECONOMICS

Applicable to students seeking admission to the Bachelor in Business Economics course in the academic year 2014-15 and later
1: Eligibility
A candidate seeking admission to B.B.E. Programme must satisfy the following conditions:

1. S/he must be an Intermediate in Arts, Science, or Commerce. He/She must have passed the intermediate degree as a regular student or as a student of distance education at least in the 10 + 2 pattern.
2. S/he must have obtained at least 45% marks overall in intermediate level. The students from SC/ST/EBC/Differently-abled categories should have 40% marks overall.

2: Admission
1. Admission will be taken in the month of July in each Academic Year.
2. The University reserves the right to cancel the admission of any student at any stage of his study at the University on grounds of unsatisfactory academic performance, irregular and insufficient attendance, or indiscipline. Minimum 75% attendance is mandatory in each semester for appearing in semester-end examination.
3. At the time of admission, the student is required to provide the following documents:
   1. Matric/ICSE/CBSE/NIOS/Other Board Certificate.
   2. Pass Certificate of the qualifying examination - Plus 2 or Intermediate.
   3. Marks Sheet of the qualifying examination – Plus 2 or Intermediate.
   7. Caste/Disability Certificate (from the District Collector/Magistrate or other competent authority for SC/ST/OBC/EBC/Differently-abled)

3: Registration
All students must register themselves at the University within the fixed date notified by the University in the first semester itself.

4: Duration of Programme
1. An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes. Each week has 30 working hours spread over 6 days a week.
2. A candidate admitted to the B.B.E. Programme shall undergo a regular course of study for Three Academic Years, that is, Six Semesters. Odd-semesters (I, III, V) shall be from July to December and Even-semesters (II, IV, VI) shall be from January to June. There shall be not less than 90 working days which shall comprise not less than 450 teaching/working hours for each semester. (Exclusive of the days for the conduct of University or external end-semester examinations).
5 : Course Structure

1. All subjects will have Lecture-Tutorial-Practical (L-T-P) components to indicate the contact hours and will have a credit count. Teaching of subjects will be reckoned in terms of credits.

2. Every course, identified by a single course identifier, shall be taught by a single teacher who may be assisted by adjunct faculty, teaching assistants, and by other members of the faculty concerned.

3. The curriculum for B.B.E. course will include writing a Term Research Paper (with empirical data) under a competent faculty. The student shall make a presentation (based on the paper) to the department, which will earn a total of 8 credits after evaluation and viva-voce done by a panel of two examiners. One of the examiners must be a competent person approved by the University.

6 : Examinations

1. There shall be examinations at the end of each semester as per the academic calendar of the University.

2. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed course(s) in the subsequent examinations to be held in December/January or May/June. Those who fail in odd-semesters will appear in a subsequent examination of odd-semesters only. For example, if a student fails in a paper(s) in the 1st semester, s/he can appear in 3rd or 5th semester examinations only. The same applies to even-semesters. After declaration of the result of the sixth semester examinations, special examinations will be conducted for clearing the backlog of the 5th and the 6th semesters.

3. A candidate should get enrolled/registered for the first semester examination. If enrolment/registration is not possible owing to shortage of attendance beyond condonation limit/regulations prescribed OR belated joining OR on medical grounds, the candidates are not permitted to move to the next semester. Such candidates shall redo the semester in the following academic year as a regular student.

4. Student must have 75% of attendance for appearing in the end Semester examination. A shortage of attendance up to 10% can be condoned by the Principal of the college concerned as per his/her discretion and beyond that, by the Vice-Chancellor as per the University rules.

7 : Passing of Examinations and Promotion Rules

1. A student will be promoted from second semester to the third semester and from fourth semester to the fifth semester only if s/he has secured a minimum Cumulative Grade Points Average (CGPA) of 5.00.

2. A student who passes in the Internal Assessment but fails in the End Semester Examination of the course shall reappear for the End Semester Examination of that course. However his/her marks of the Internal Assessment shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
8: Evaluation

1. Pattern of evaluation of the End-Semester Examinations (ESE) will be as per the rules of the University.

2. The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the course teacher concerned as well as by an end semester examination and will be consolidated at the end of the course. The ratio of marks to be allotted to continuous internal assessment and to end semester examination is 40:60. The evaluation of practical work, wherever applicable, will also be based on continuous internal assessment and on an end-semester practical examination with the ratio of marks allotted to them remaining the same (that is, 40:60).

3. The details of the Continuous Internal Assessment (CIA) should be worked out by the respective colleges and a copy should be given to the University. All the relevant records of the CIA should be preserved by the college till the student passes out.

4. The passing minimum for CIA (Continuous Internal Assessment) shall be 40% out of 40 marks (i.e. 16 marks). A student must pass in the Internal Assessment of each paper with 40% marks. A student who fails in three or more than three papers in the Internal Assessment examinations must redo the semester in the following academic year as a regular student and subsequently pass the Internal Assessment examinations to be able to appear in the end Semester examination. If a student fails in less than two papers, s/he may be given chance by the Principal to improve the marks by appropriate means like assignments, project works, written examination, etc.

5. The minimum marks for passing the External Semester examination, conducted by the University, is 40%.

6. In the End Semester Practical Examinations, there should be a panel of two examiners and one of them should be an external examiner, approved by the University.

9: Award of Degree

Degree will be awarded to a student provided, s/he fulfills the following conditions:

1. S/he passes in all examinations and thus earns the required number of credits.

2. S/he completes the requirement of spending 30 hours within a period of three years, from the date of enrolment in the University, in social work in a village, at an NGO/Charitable Institution or NSS or Adult Literacy Programme, etc. A letter of declaration issued from the college certifying the completion of the required number of hours of social work must be submitted to the University.
## CREDIT CHART FOR B.B.E.

### YEAR - 1

#### SEMESTER - 1

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PREFACE

The underlying philosophy of the Bachelor of Business Economics course is to develop theoretical and analytical skills of the students so that they may be absorbed in the corporate world or be able to pursue higher studies at the Master's level in Business Economics and Economics. In the rapidly changing globalized market scenario, the need was felt to equip students with the capability to understand and handle the dynamic of economics and the business world.

In order to achieve the above-mentioned objectives, a comprehensive syllabus comprising topics relating to economics, quantitative techniques, business, and analytics has been developed in the three-year, six-semester module, giving wider coverage to the course contents, better organization to enable easier assimilation of the same by the students, and a more professional touch to the course.

The papers have been designed to include recent changes and developments and current trends in the subjects concerned. The papers in computer applications have been designed to introduce the student to packages required for statistical analysis and to enable the student to implement the techniques through computers, thus supplementing the quantitative papers. The core economics papers are rationalized in their structure and sequencing wherein a broad idea of microeconomic concepts, macroeconomic theories, and economic thoughts is introduced. It is followed by a more detailed and in-depth knowledge of the subject in the third and fourth semesters. There is a substantial infusion of quantitative techniques component in the syllabus to equip students with essential tools for business and economic analysis. In this regard Econometrics and Operations Research have been included as integral papers. The course aims to expose students to the areas of finance, marketing and the legal structure within which businesses operate. Thus, a fine balance has been maintained between the economic theory and practical business components.
DETAILED SYLLABUS

SEMESTER – I

PAPER – BBE 101: MICRO-ECONOMIC ANALYSIS – 1

UNIT 1: BASIC CONCEPTS  (09)
Positive and normative economics; constructing a model, scientific method; concepts of opportunity cost, rate of growth, elasticity, and of total, average and marginal functions.

UNIT 2: CONSUMER DEMAND  (09)
Cardinal Theory: Derivation of demand in case of one or more goods; ordinal theory: budget sets and preferences under different situations. Indifference curves and the rate and elasticity of substitution. Consumer equilibrium; effects of change in prices and income; Engels curve. Derivation of demand curve. Income and substitution effects: Hicks and Slutsky. Applications of indifference curves to other economic problems. Market demand: Elasticity, shifts and movement; inverse demand function. Revenue and expenditure, elasticity and marginal revenue; income elasticity of demand; consumer surplus. Revealed preference theory: WARP, SARP and the derivation of demand curve.

UNIT 3: PRODUCTION  (09)
Production Functions: Single variable – average and marginal product, variable proportions, stages of production. Two variables – isocurves, returns to scale and to a factor; factor prices; cost minimization and output maximization; elasticity of substitution. Expansion path and the cost function.

UNIT 4: COST  (09)
Concept of economic cost; short run and long run cost curves; increasing and decreasing cost industries; envelope curve; L-shaped cost curves; economies of scale. Prices as Parameters: Firm equilibrium and profit; short and long-run supply function; taxes and subsidies.

UNIT 5: MARKETS  (08)
Perfect competition: Equilibrium of the market. Long-run industry supply; producer and consumer surplus; effects of taxes and subsidies.

Suggested Readings

2. Bernheim, B. Douglas & Whinston, Michael D.: Microeconomics [TMH, 2009]
UNIT 1: INTRODUCTION TO BUSINESS COMMUNICATION

UNIT 2: WRITING SKILLS
Planning business messages, Business letters, Memo formats, Request letters, Good newsletters, Bad newsletters, Persuasive letters – AIDA, Sales letters, collection letters. Detailed Project Report Writing and presentation

UNIT 3: ORAL PRESENTATION

Suggested Readings:
1. Ronald E. Duleck, John S.Fielden: Principles of Business Communication
2. Murphy and Hiderbrandt: Business Communication
4. Malra Treece, Allyn and Bacon: Successful Communication
5. Randall E. Majors Harper & Rom: Business Communication
6. Harpert & Row Western: Guide to Effective Letter Writing
7. Mary Ellen Guffoy: Business Communication
8. Fred Luthan: Organizational Behavior
9. C.B. Mmoria: Industrial Relation
UNIT 1: BASIC CONCEPTS
Number system, Logic, Equations and Inequalities. Set theory; types of relations in economics; functions, types, domain and range.

UNIT 2: FUNCTIONS
Real valued functions: Linear, polynomial, hyperbolic, logarithmic, power and their applications. Roots of polynomials. Limit of a real valued function. Continuity and differentiability.

UNIT 3: SINGLE VARIABLE DIFFERENTIATION

UNIT 4: FUNCTIONS OF TWO VARIABLES

UNIT 5: LINEAR ALGEBRA

Suggested Readings:

2. Chiang, A.C.: Fundamental Methods of Mathematical Economics [TMH]
4. Yamane, Taro: Mathematics for Economists – An elementary survey [PHI]
UNIT 1: Fundamental and computer Application
Computer application, Hardware, Software, Languages of computer, Operating system.

UNIT 2: MS-Word

UNIT 3: MS-Excel

UNIT 4: MS-Power Point
Power Point templates, getting started. Creating presentation: Auto content wizard, inserting, deleting slides. Working with text: Editing and moving text, spell checking, finding and replacing text; formatting text-aligning text. Show Time: Arranging previewing and rehearsing slides, transition and Build effects, Deleting slides printing presentation elements creating overhead transparencies; sharing presentation tiles.

UNIT 5: MS-ACCESS
Preparation of database corresponding to management practices such as level information farm-level in formation. Agro-climatic zone information, etc. Creating database and tables: Creating database with and without wizards, access tables-wizard, field names, data types and properties, adding deleting, renaming and moving fields, resizing fields, primary key fields, indexing fields. Forms: The form wizard, saving modifying forms, designing forms. Entering and editing data: Typing, adding records, undo, correcting entries, global replacements moving records. Finding Sorting and Displaying Data: Queries and Dynasts, creating and using select queries, multiple search reformattting dynasts, multilevel sorting, showing all records after a query Cross tab queries. Printing Reports, Forms Letters and labels: Simple table, form and database printing. Manual reporting and modifying properties in reports, saving printing, mailing labels, changing label design.

PROJECT: Students will have to submit one project each in MS-Word, MS-Excel, MS-PowerPoint, and MS-Access.

Suggested Readings
SEMESTER – II

PAPER – BBE 201: MICRO-ECONOMIC ANALYSIS – 2

UNIT 1: MARKETS WITH IMPERFECT COMPETITION
Monopoly: Equilibrium; supply; multiplant firm; monopoly power; dead-weight loss; price discrimination; bundling; two-part tariffs. Monopolistic Competition: Product differentiation; equilibrium of the firm in the industry with entry of new firms and with price competition. Comparison with pure competition. Oligopoly and Game Theory: Cournot model and reaction curves; Bertrand model; quantity leadership; price leadership; Non collusive stable equilibrium; simultaneous quantity setting; collusion; cartels; Concepts of Game Theory: Dominant strategies and Nash Equilibrium; Mixed strategies; Prisoner’s Dilemma. Specification of oligopoly models in game theoretic terms.

UNIT 2: FACTOR MARKETS
Factor pricing in the case of single and many variable factors; demand for labor in a product market with perfect competition and monopoly. Monopsony, bilateral monopoly and role of labor unions. Economic rent and quasi rent.

UNIT 3: GENERAL EQUILIBRIUM
Edgeworth box; Two good, Two factor, Two consumer analysis and Pareto optimality conditions; market trade; Walras Law; Relative prices; Equilibrium and efficiency; Grand Utility possibility frontier. Implication of first and second welfare theorem;

UNIT 4: WELFARE
Social welfare function; welfare maximization; Fair allocation; Envy and equify. Arrow’s Impossibility Theorem.

UNIT 5: MARKET FAILURE
Asymmetric information and signaling. Joint production and consumption and externalities. Common property resources and public goods.

Suggested Readings

2. Bernheim, B. Douglas & Whinston, Michael D.: Microeconomics [TMH, 2009]
5. Chamberlin,E.H., The Theory of Monopolistic Competition
6. Robinson Joan, The Economics of Imperfect Competition
UNIT 1: Introduction, Value of Money & Monetary Standards  
Definition of money; evolution of money; functions of money; forms of money; qualities of a good money material; Fisher's quantity theory of money; Cambridge equation; savings investment theory; paper currencies standard; systems of note issue; Gresham's law; Indian currency system.

UNIT 2: Trade Cycle & Money Supply, Inflation & Deflation  
Meaning, causes, effects & control of trade cycle; theories of trade cycle: Hicks, Hansen, Hawtrey, and Keynes. Components of money supply; determinants of money supply; velocity of circulation of money; demand for money: classical view; Keynesian view; liquidity demand for money; neutrality of money. Meaning of inflation; causes, types, effects, and inflationary measures; inflationary gap; meaning of deflation: causes, types, and effects; deflationary Gap.

UNIT 3: Commercial Banking and Central Banking  
Functions and types of commercial banks; role of commercial banks in economic development; credit creation; nationalization of commercial banks; objectives and performance. Functions of a central bank; role of a central bank in a developing economy; objectives and methods of credit control; limitations; meaning & objectives of monetary policy.

UNIT 4: Reserve Bank of India & Money Market & Capital Market  
Recent trends in the monetary policy of RBI. Promotional functions towards agricultural and industrial development in India. Meaning of money market; features; constituents; features of a developed money market; status of Indian money market; capital market: meaning and features; importance; contrast between capital market and money market.

Suggested Readings:
4. M.C. Vaish, Money, Banking Trade & Public Finance – New Age International (P) Ltd.
UNIT 1: INTRODUCTION
Data types and scale. Sources. Sample and population. Sigma notation.

UNIT 2: UNIVARIATE ANALYSIS

UNIT 3: MULTIVARIATE ANALYSIS

UNIT 4: PROBABILITY AND DISTRIBUTIONS

UNIT 5: ESTIMATION & FORECASTING
Testing of Hypotheses; Null & Alternative hypotheses; Critical Value & P-value approach; Type I and Type II errors. Tests of Independence and Homogeneity. Hypothesis Test Conclusions.

Suggested Readings
UNIT 1: INTRODUCTION TO SPREADSHEETS  (10)
MS-Excel (2013), LibreOffice (4.0) Calc; Concept of Cells; Cell Reference – absolute and relative. Data Input and Formatting. Formula setting. Matrix Multiplication and Inverse, Value of Determinant.

UNIT 2: MS-EXCEL AS DATABASE  (10)
Linking up of Data Cells in the same worksheet; linking up of data across worksheets. Standard and custom filters; what-if analysis; if-only analysis.

UNIT 3: FINANCIAL AND STATISTICAL FORMULA  (24)
Preparation of financial statements using Excel – Balance Sheet; Bank Reconciliation Statements; Cash Flow Analysis; Ratio Analysis.

PROJECT: Students will have to prepare Cash Flow Statement and perform Ratio Analysis calculations (on MS-Excel or LibreOffice Calc) of five publically listed companies of their choice.

Suggested Readings:

SEMESTER – III

PAPER – BBE 301: PUBLIC FINANCE

UNIT 1: INTRODUCTION
Meaning, nature and scope of public finance; private finance v/s public finance; principles of public finance; the principle of maximum social advantage.

UNIT 2: PUBLIC REVENUE AND PUBLIC EXPENDITURE
Sources of public finance; central and state government; cannons of taxation; objectives of taxation; direct and indirect taxes; proportional, progressive, and regressive system of taxation; incidence of taxation; import, shifting and incidence of specific taxes; taxable capacity; specific taxes; income tax - personal and corporate; excise duty; capital gains tax; custom duties; value added tax (VAT); modified value added tax (MODVAT); sales tax; agricultural income tax; property tax; wealth tax; expenditure tax; estate duty; gift tax; meaning of public expenditure, importance and objectives; cannons of public expenditure; effects of public expenditure; growth of public expenditure; control of public expenditure.

UNIT 3: PUBLIC DEBT
Meaning, forms, and need; classification and burden of public debt; methods of redeeming public debt; role of public debt in a developing economy; causes of growth of public debt in India.

UNIT 4: FISCAL POLICY AND FINANCIAL ADMINISTRATION
Meaning, objectives, and instruments of fiscal policy; fiscal policy in a developing economy; meaning of financial administration, instruments, importance and principles of budgeting; characteristics of a good budget; preparation of a budget; budgeting in India; meaning of deficit financing; objectives, need, effects, and limitations; deficit financing in India.

Suggested Readings:

PAPER - BBE 302: MACRO-ECONOMIC ANALYSIS

UNIT 1: National Income Accounting (07)
Accounting structure, key concepts in accounting for both closed and open economies – gross national product, gross domestic product, net national product, national income, savings and investment, balance of payments, circular flow of income, computational problems – expenditure approach, income approach and value added approach for measurement, input-output tables.

UNIT 2: Keynesian Models (15)
Simple Keynesian Model, assumptions, concepts of involuntary unemployment, liquidity preference, paradox of thrift, investment function, IS-LM model: two sector model, goods and money market equilibrium, multiplier, liquidity trap, complete Keynesian model – three sector model, role of government in terms of monetary and fiscal policy.

UNIT 3: Keynesian Models versus Classical Models (15)
Says Law, quantity theory of money, price flexibility and full employment, Clower's and Patinkin's money demand functions, equilibrium concept in classical model, synthesis between classical models and Keynesian models, interpretation and policy analysis.

UNIT 4: Expectations and Macroeconomic Adjustments (07)

Suggested Readings

UNIT 1: INTRODUCTION

UNIT 2: SURVEY METHODS
Survey Design – Sampling, Qualitative Data, Quantitative Data, Scaling Technique. Research Methods: Interview Method, Observational Method, Questionnaires, Case Studies, Action Research, Documentary Sources.

UNIT 3: DATA ANALYSIS
Types of Research Data, Frequency Distributions, Bar Charts, Histograms, Pareto Charts; Statistical Tools of Data Analysis: Mean, Median, Mode, Correlation and Regression.

UNIT 4: REPORT WRITING

Suggested Readings:
UNIT 1: PIVOT TABLES
Introduction and uses. (10)

UNIT 2: SOLVER PLUG-IN
Solving Linear Programming problems using MS-Excel. (14)

UNIT 3: ADVANCED TECHNIQUES
Monte-Carlo Simulation; Goal Seek; Sensitivity Analysis using MS-Excel. (20)

PROJECT: Students will have to solve one Linear Programming problem, perform Sensitivity Analysis of it and write a short report on it.

Suggested Readings:
UNIT 1: INTRODUCTION
Using SAGE as a powerful calculator; Symbolic mathematics; Linear algebra; solving an ordinary differential equation; Graphics: visualizing a three-dimensional surface; Typesetting mathematical expressions; Installing SAGE: On Windows - Downloading VMWare Player, extracting SAGE, launching the virtual machine; On Linux – Installing a binary version of SAGE, running SAGE from user account.

UNIT 2: GETTING STARTED WITH SAGE
How to get help with SAGE; Starting SAGE from the command line; using the interactive shell; doing calculation on the command line. Command history; tab completion; interactively tracing execution. Using the notebook interface: starting the notebook interface; doing calculations; getting help. Working with cells. Working with code. Closing the notebook interface. Operators and variables: arithmetic, numeric, integers & rational numbers, real & complex numbers. Symbolic expressions; Strings. Functions: Built in functions, calling functions, numerical approximations, reset & restore functions. Objects.

UNIT 3: VECTORS, MATRICES, AND LINEAR ALGEBRA
Vectors and Vector Spaces: creating a vector space, creating and manipulating vectors, operators and methods. Matrices & Matrix Spaces: solving a system of linear equations, creating matrices and matrix spaces, accessing and manipulating matrices, other matrix methods; eigenvalues and eigenvectors; decomposing matrices.

UNIT 4: PLOTTING WITH SAGE
Plotting in two-dimensions: plotting symbolic expressions, function with a pole, parametric function, vector field. Plotting data: making a scatter plot, plotting a list, using graphics primitives. Using matplotlib: plotting functions, bar chart, pie chart, and histogram.

UNIT 5: SYMBOLIC MATHEMATICS

PROJECT: Students will solve a system of Linear Equations and plot its graphical solution, too, using SAGE.

Suggested Readings:
SEMESTER – IV

PAPER – BBE 401: INTERNATIONAL ECONOMICS

UNIT 1: INTERNATIONAL TRADE THEORY (15)
Basis and the gains from trade. Absolute advantage theory, law of comparative advantage, opportunity cost theory, production possibility curve with opportunity costs and relative commodity price, the basis for and gains from trade under constant costs. Production possibility curve with increasing costs, community indifference curve, equilibrium in isolation, gains from trade with increasing costs, gains from exchange and specialization. The equilibrium relative commodity prices with partial equilibrium analysis, offer curves, the equilibrium relative commodity prices with general equilibrium analysis, relationship between general and partial equilibrium analyses, Terms of trade.

UNIT 2: FACTOR ENDOWMENT & HECKSCHER OHLIN THEORY (10)
Assumptions of the theory, interpretation of Heckscher-Ohlin theorem, general equilibrium framework of Heckscher-Ohlin theorem, diagrammatic presentation of the theory, factor price equalization and income distribution, Leontief’s paradox and factor reversal.

UNIT 3: INTERNATIONAL TRADE POLICY (05)
Tariff - definition, types, partial equilibrium analysis of tariffs, effects of tariff on consumer and producer surplus, cost and benefit analysis of tariff, rate of effective protection. Non-Tariff barriers and the New Protectionism. Import Quotas, comparison with tariff, voluntary export restraints, technical administrative and other regulations, international cartels, dumping, export subsidies.

UNIT 4: NEW TOPICS IN INTERNATIONAL TRADE (10)
International capital flows, capital flows under laissez-faire, welfare analysis. Extension of Heckscher-Ohlin trade theory: many good and many factors extension. Immiserising growth and transfer problem. Foreign investment with special reference to developing countries.

UNIT 5: WORLD TRADE ORGANIZATION (04)
GATT and trade liberalization, GATT to WTO, objectives, functions, basic principles, and areas of operation of WTO, structure and working of the WTO, an overview of ministerial conferences: issues, decisions, and controversies, Doha Development Agenda, WTO and agriculture, implications of WTO activities for developing countries, WTO and India.

Suggested Readings:

UNIT 1: INTRODUCTION


UNIT 2: ENVIRONMENTAL FACTORS


Suggested Readings

UNIT 1: BASIC ACCOUNTING
- Accounting – Introduction, importance and scope, concepts & conventions –
  Introduction generally accepted accounting principles, Double Entry
  Framework: The accounting equation, Accounting cycle - Journals, Ledgers,
  Purchase Book, Sales Book, Cash Book, Petty Cash Book; Trial Balance.

UNIT 2: FINANCIAL STATEMENTS
- Preparation of financial statements – Profit and loss account and Balance Sheet
  with necessary adjustments. Analysis and interpretation of Financial Statement –
  meaning and significance.

UNIT 3: FINANCIAL ANALYSIS
- Tools of Financial Analysis – Ratio Analysis, Trend Analysis, Common size and
  Comparative Financial Statement. Fund Flow Statement and Cash Flow
  Statement. Marginal Costing, Break-Even Analysis, Applications of Marginal
  Costing.

UNIT 4: FINANCIAL MANAGEMENT
- Scope of Financial Management, Traditional Approach, Modern approach,
  Investment Decision, Financing Decision, Dividend decision, Objectives of
  Financial management, Profit Maximization v/s Wealth Maximization.

UNIT 5: CAPITAL BUDGETING
- Capital Budgeting-Meaning, importance and various techniques-accounting rate
  of return, pay back method, net present value, net terminal value, internal rate of
  return, profitability index method. Measurement of cost of capital: cost of debt,
  cost of preference shares, costs of equity shares, calculation of overall cost of
  capital based on Historical and Market Weights.

Suggested Readings:
   Education.
   Edition Sultan Chand & Sons.
UNIT 1: INTRODUCTION
Introduction; Getting Help; Data Entry: The Data View Spreadsheet, The Variable View Spreadsheet; Storing and Retrieving Data Files; The Statistics Menus: Data File Handling, Generating New Variables, Running Statistical Procedures, Constructing Graphical Displays; The Output Viewer; The Chart Editor; Programming in SPSS.

UNIT 2: DATA DESCRIPTION AND SIMPLE INFERENCE FROM CONTINUOUS DATA
Problem Sets: The Lifespans of Rats; Ages at Marriage in the U.S.; Exact Nonparametric Tests.

UNIT 3: SIMPLE INFERENCE FOR CATEGORICAL DATA
Problem Sets: Belief in the Afterlife; the Death Penalty and Race; Exact Tests for Two-Way Classifications.

UNIT 4: MULTIPLE LINEAR REGRESSION
Problem Sets: Temperatures in America; Cleaning Cars; Influence Diagnostics.

UNIT 5: ANALYSIS OF VARIANCE

PROJECT: Students will have to submit projects requiring Multiple Linear Regression Analysis and ANOVA to be performed using SPSS.

Suggested Readings:

UNIT 1: INTRODUCTION
Introduction to Computerised Financial Accounting Packages; Journey of Tally Package; Creating, Altering, Deleting Company; Ledger Creation, Updating, Deletion; Groups in Tally; Accounting Voucher Entry.

UNIT 2: REPORTS
Reports - Display, Alter and Query through vouchers; Printing of different reports.

UNIT 3: ADJUSTMENTS AND CONTROLS
Bill-by-bill Adjustment; Cost Centres; Budget & Controls.

PROJECT: Students will have to create a fictitious company, create its ledgers, perform journal entries and generate end-of-financial year reports using Tally.

Suggested Readings:
1. Comdex Tally 9 Course Kit
SEMESTER – V

PAPER - BBE 501: INDIA’S ECONOMIC DEVELOPMENT SINCE INDEPENDENCE

UNIT 1: INDIA FROM INDEPENDENCE TO LIBERALIZATION AND BEYOND (10)
An overview of the economic developments during the period 1947-1980; Objective and strategies of the planned economic development; Changes in policy emphasis from growth to distribution; Policy changes since 1980s; The 1990 crisis; Why liberalization? Causes and effects.

UNIT 2: INDIA IN L-P-G ERA (10)
Macroeconomic Trends Since 1990: growth, regional differences, savings and investment, population, employment, monetary and financial trends; Post Green Revolution Agriculture; food security, PDS system; Industry, Foreign Trade and Foreign Capital since 1990.

UNIT 3: ECONOMICS OF SERVICES SECTOR (12)
Role of services and infrastructure in economic development; driving forces for and against the service economy; growth of the services sector in India since 1990; key service characteristics for economic analysis; current structure of service consumption; urbanization, market area enlargement and the emergence of service markets; public policy towards services; trust in economic growth cannot replace allocation policy.

UNIT 4: L-P-G: A CRITICAL ANALYSIS (12)
Background for liberalization: India’s economic crisis of 1990, first generation reforms (under Narasimha Rao government), salutary and negative impacts of new economic policy, second generation reforms; Politics of privatization; regulating privatized industries, disinvestment of privatization, contemporary issues and challenges; Impact of multinational capitalism, wielding political and economic influences, benefits and unethical activities of multinational corporations, transfer of technology - process, channels, and problems, impact of globalization - on industry: changes in employment and increasing migration; on agriculture: rise of corporate farming and increase in farmer suicides; Globalization of Indian business, supremacy of market forces, philosophy of Socialization.

Suggested Readings:


UNIT 1: SAMPLING AND HYPOTHESIS TESTING
Statistics and parameters. Properties for a statistic. Central Limit Theorem. Distribution of the sample mean, difference in means and the proportion. Point and interval estimates for the mean, difference in means, and proportion. Hypotheses testing and types of errors. Significance levels and p values. Small sample testing: Chi square, t and F distributions and their properties. Applications of chi-square and t distributions to interval estimates and tests.

UNIT 2: TWO VARIABLE LINEAR REGRESSION MODEL

UNIT 3: MULTIPLE REGRESSION MODEL

UNIT 4: RELAXING THE ASSUMPTIONS OF THE LINEAR MODEL

Suggested Readings:

2. Christopher Dougherty, Introductory Econometrics, Oxford University Press.
PAPER – BBE 503: LEGAL ASPECTS OF BUSINESS

UNIT 1: INDIAN CONTRACT ACT, 1872

UNIT 2: NEGOTIABLE INSTRUMENTS ACT, 1881
Meaning and characteristics of Promissory Note, Bill of Exchange and Cheque. Holder and Holder in Due Course, Negotiation, Crossing of Cheque: Kinds and effects.

UNIT 3: COMPANIES ACT, 1956

UNIT 4: CONSUMER PROTECTION ACT, 1986
Structure of the Act, jurisdiction and definitions. Consumer complaint: meaning, relief available to a consumer.

UNIT 5: INFORMATION TECHNOLOGY ACT, 2000
Scheme of the Act, definitions. Digital Signature and Electronic Governance. Regulation of Certifying Authorities.

Suggested Readings:

UNIT 1: ANALYSIS OF REPEATED MEASURES (08)
    Problem Sets: Analysis of Variance Type Models; Field Dependence; Reverse Stroop Task. Linear Mixed Effects Models: Computer Delivery of Cognitive Behavioral Therapy.

UNIT 2: LOGISTIC REGRESSION (06)
    Problem Sets: Who survived the sinking of the Titanic?

UNIT 3: SURVIVAL ANALYSIS (08)
    Problem Sets: Sexual Milestones in Women; Field Dependency of Children; Cox’s Regression.

UNIT 4: PRINCIPAL COMPONENT & FACTOR ANALYSIS (11)

UNIT 5: CLUSTER & DISCRIMINANT FUNCTION ANALYSIS (11)
    Problem Sets: Tibetan Skulls.

PROJECT: Students will have to submit projects requiring Factor and Cluster Analysis to be performed using SPSS.

Suggested Readings:

UNIT 1: INVENTORY
Inventory in Tally; Creating Stock Groups, Category, Units and Godown; Creating Stock Items and Link with Groups, Category and Units; Alteration and Deletion of Inventory Components; Inventory Voucher Entry; Display, Alter and Print of Inventory Reports.

UNIT 2: PAYROLL
Introduction to Payroll; Payroll Vouchers; Alteration and Printing of Payroll Reports.

UNIT 3: STATUTORY ENTRIES
Statutory Entries – Service Tax, TDS, VAT; Creating Users and Security Controls; Other Features and Configuration options.

PROJECT: Students will have to create inventory of a fictitious company, create stock groups, categories, and units, make entries into the inventory records and generate end-of-financial year inventory reports using Tally.

Suggested Readings:
1. Comex Tally 9 Course Kit
SEMESTER – VI

PAPER - BBE 601: EVOLUTION OF ECONOMIC THOUGHT

UNIT 1: ECONOMICS OF ADAM SMITH

UNIT 3: ECONOMICS OF KARL MARX
Marx as a critic and analyst of capitalism. Marx’s conception of competition. Technological change and reserve army of labor. Absolute and relative surplus value. Mechanization, productivity and exploitation.

UNIT 4: ECONOMICS OF JOHN MAYNARD KEYNES

UNIT 5: RECENT TRENDS IN INDIAN ECONOMIC THOUGHT
Sanjay Lall and transfer pricing by multinational corporations, transfer of technology and technical progress of third world countries; Amartya Sen’s critique of the theory of rational choice, ethics and economics, capability and agency, development as freedom, social choice theory and the informational basis approach; Jagdish Bhagwati and paradox of development, immiserizing growth; Amartya Sen and Jagdish Bhagwati: Kerala model v/s Gujarat model of development.

Suggested Readings:


UNIT 1: DEVELOPMENT & GROWTH: THEORY & EVIDENCE
Introduction: growth miracles and poverty traps; Economics of poverty traps: population, industrialization, and market structure. Institutions v/s geography: how rich countries become poor. Is globalization good for the poor? Is world inequality and poverty rising or falling?

UNIT 2: MODELS OF ECONOMIC GROWTH

UNIT 3: GROWTH PROMOTING ECONOMIC POLICY

Suggested Readings:
UNIT 1: OPERATIONS RESEARCH
Introduction to operations research; managerial decision making and operations research. Operations research models: Principles and types. Linear programming: Problem formulation, graphical and simplex method, duality, and sensitivity analysis. Transportation models, transshipment problem, traveling salesman problem, assignment models.

UNIT 2: DECISION THEORIES
Game theory: two-person zero-sum game, pure strategy, mixed strategy and saddle point, rules of dominance, solution of special kind of games. Maximax, maximin, minimax regret criterion, Laplace criterion etc. Waiting line models: components and operating characteristics of queuing system and channel configurations. PERT-CPM.

UNIT 3: LOGISTICS
Introduction, concepts and significance, functions. Physical distribution, transportation, inventory control, warehousing, packaging, material handling, order processing, location analysis.

Suggested Readings
Paper – BBE 604 : INDIAN FINANCIAL SYSTEM

UNIT 1: FINANCIAL MARKETS IN INDIA

UNIT 2: PRIMARY MARKET FOR CORPORATE SECURITIES IN INDIA

UNIT 3: SECONDARY MARKET IN INDIA
Introduction to Stock Markets: Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Competition amongst major exchanges in India, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues. Indian Stock Indices and their construction, free float vs. full float methodology, Classification of Securities to be included in the Index, impact of corporate actions (rights, bonus and stock split) on index. Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets. Major Instruments traded in stock markets: Equity Shares, Debentures.

UNIT 4: MONEY MARKETS & DEBT MARKET IN INDIA

UNIT 5: BANKING AND HOUSING FINANCE IN INDIA
RBI: Functions, Role and Monetary Policy Measures (CRR, SLR, OMO). Recent Developments in Banking Sector in India. Commercial and Development Banks: meaning; their roles (Traditional and New/Changing roles), Challenges Ahead, Conversion of Financial Institutions into banks, Mergers and Acquisitions in the banking sector in India, Concept of Universal Banking, Non Performing Assets in the Banking Sector, the Securitization Act, Prime and Sub Prime Lending Rate. Housing Finance: Meaning and rise of housing finance in India.

Suggested Readings:
Students are to pursue an Internship (SIP) / On-the-Job-Training (OJT) preferably at an economic or social research institute or an NGO engaged in economic activism or a marketing research firm of repute. The internship is to be between 4 to 6 weeks. On completion of the internship, students will submit a report which will be evaluated in the ratio of 40:60 by the college internally and by a panel of two examiners, of which one will be an external examiner approved by the university.

Alternatively, if there is serious difficulty in finding internships/OJTs, students can write a Term Research Paper (based on empirical data) under a member of the faculty at the college concerned. The student shall make a presentation, based on the research paper submitted, to the department which will earn the same credits as the internship.