

DEPARTMENT OF BUSINESS ECONOMICS
AWADHESH PRATAP SINGH UNIVERSITY, REWA



Syllabus CBCS

M.A. Business Economics

Ist and IInd Semester System 2020-21

IIIrd and IVth Semester System 2020-21

Registrar

Awadhesh Pratap Singh University

Rewa(M.P.)

SCHEME OF EXAMINATION for M. A. BUSINESS ECONOMICS
M.A. Ist - IVth SEMESTER 2020 – 2021 ONWARDS CBCS PATTERN

Semester	Paper No.	Nomenclature	Type of Course	Theory / External Assessment		Internal Assessment		Total Marks	Credit Points
				Max	Min	Max	Min		
I	101	Business Economics – I	CC	60	24	40	14	100	04
	102	Statistics : Theory & Practice – I	CC	60	24	40	14	100	04
	103	Business Environment & Business Policy– I	CC	60	24	40	14	100	04
	104	International Economics I	GE	60	24	40	14	100	04
	105	Comprehensive Viva – Voce	CC	Minimum Passing Marks–35				100	04
II	201	Business Economics – II	CC	60	24	40	14	100	04
	202	Statistics : Theory & Practice – II	CC	60	24	40	14	100	04
	203	Business Environment & Business Policy– II	CC	60	24	40	14	100	04
	204	International Economics – II	GE	60	24	40	14	100	04
	205	Comprehensive Viva – Voce	CC	Minimum Passing Marks–35				100	04
III	301	Economics of Growth and Planning – I	CC	60	24	40	14	100	04
	302	Financial Management – I	CC	60	24	40	14	100	04
	303-A 303-B	Personnel Management OR Marketing Management	DEC	60	24	40	14	100	04
	304	Indian Economic Policy	GE	60	24	40	14	100	04
	305	Comprehensive Viva – Voce	CC	Minimum Passing Marks–35				100	04
IV	401	Economics of Growth and Planning – II	CC	60	24	40	14	100	04
	402	Financial Management – II	CC	60	24	40	14	100	04
	403-A 403-B	Industrial Relations OR Marketing Research	DEC	60	24	40	14	100	04
	404	Agriculture Economics	GE	60	24	40	14	100	04
	405	Comprehensive Viva – Voce	CC	Minimum Passing Marks–35				100	04

CC Core Course

GE Generic Elective

DEC Discipline Centric Elective

DEPARTMENT OF BUSINESS ECONOMICS
AWADHESH PRATAP SINGH UNIVERSITY, REWA

The School of Studies in Business Economics was established in March, 1979, under the able leadership of our founder Prof. V.C. Sinha by Awadhesh Pratap Singh, University, Rewa. This is the second University in India and the first in the state, which had introduced Business Economics as post-graduate programme, the first being Delhi. There has been a long standing demand by the various organizations for trained graduates who have a sound back ground of economic principles and their applications in day-to-day life. The study of Business Economics develops the basic concepts used for decision making for both short and long run planning. It also examines the relationships useful in predicting the consequences of decisions and effects of economic environment on the behavioral pattern of firms.

Faculty:

The following are the member of the teaching faculty:

1. Dr. N.P. Pathak, M.A., Ph.D., Professor & Head
2. Dr. Rajeev Dube, M.A., Ph.D., Professor
3. Dr. Sunil Kumar, M.A., M. Phil, Ph.D., Full Time Faculty
4. Smt. Ashama Parauha, M.A., M. Phil, Full Time Faculty

Aims:

Emphasis in Business Economics is on application of economic analysis and widely usable quantitative tools. The study of Business Economics revolves around two areas: (1) study of economics and quantitative tools and (2) study of the application of economic analysis and statistical tools to a few functional aspects of the business organisations.

Objective:

Thus the emphasis is not only on mastering the detailed aspects of Economics but also on developing the abilities and methods needed to help the decision makers for solving their problem Business Economic has been looked to provide more rigorous analytical approaches in solving problems. To fulfill these aims, the following objectives have been laid down:

1. To train young men and women and women in the techniques of quantitative method and economic analysis,
2. To prepare them to take staff positions in government and private sector companies and research organizations,
3. To contribute to the improvement of the decision making skills and administrative competence of practicing managers.
4. To develop knowledge through original research-both applied and conceptual relevant to the business management and administration.
5. To provide assistance and proper directions in solving the business problems through consultancy services.

Programme : M. A. Business Economics

Programme Code :.....

Duration : 4 Semesters (Two Year)

Number of Seats : 60

Eligibility : Graduation all Subject

Age Limit : No age limit

Admission Procedure :

The admission will be done as per merit of qualifying examinations.

DEPARTMENT OF BUSINESS ECONOMICS
AWADHESH PRATAP SINGH UNIVERSITY, REWA

Semester Course of M. A. Business Economics Based on CBCS

Vision of the Department :

The teaching in the department is on lecture based. However, seminars and discussions take place as and when required. The principal discipline of study includes: Micro Economics, Business Environment and Business policy, Statistics, International Economics, Economics of Growth, Planning & Project Evaluation, Financial Management, Personnel Management & Industrial Relations, Marketing Management & Research, General Economics, Indian Economic Problems and Research Methodology and dissertation/project report.

Library, Laboratories and Equipments :

There are approximately 3000 books related to the subject in the Central Library apart from these the department is having a U.G.C. Library which contains 500 books. Beside this, we have a Departmental Association through which some text books were purchased in past. The department has 30 Computer, 01 over head Projector, V.C.R. Photocopier, slide Projector, T.V. and L.C.D Projector.

Paper Scheme :

Semester	Paper No.	Nomenclature	Type of Course	Theory / External Assessment		Internal Assessment		Total Marks	Credit Points
				Max	Min	Max	Min		
I	101	Business Economics – I	CC	60	24	40	14	100	04
	102	Statistics : Theory & Practice – I	CC	60	24	40	14	100	04
	103	Business Environment & Business Policy– I	CC	60	24	40	14	100	04
	104	International Economics I	GE	60	24	40	14	100	04
	105	Comprehensive Viva – Voce	CC	Minimum Passing Marks–35				100	04

DEPARTMENT OF BUSINESS ECONOMICS
AWADHESH PRATAP SINGH UNIVERSITY, REWA

PROGRAMME OUTCOME (POs)

PO #	PROGRAMME OUTCOME
PO1	Critical Thinking: Take accurate actions after identifying the features that of economic frame our thinking and actions, check out the degree to which these assumptions are correct and valid, and look at our thoughts and decisions (intellectual, organizational, and economical) from different aspects.
PO2	Effective Learning: Speaking, reading, writing and listening clearly in person and through electronic media in economic, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3	Social Interaction: To elicit economic views of others, mediate disagreements and help reach conclusions.
PO4	Effective Citizenship: Demonstrate empathetic social concern and equity-centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO5	Ethics: To recognize different value of economics and scientific methods and to including understand the moral dimensions of the decisions, and managerial accept to the responsibilities for themselves.
PO6	Environment and Sustainability: To understand the issues related to environmental studies and sustainable development.
PO7	Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the wider subject matter of socio-technological and economic changes.

PROGRAMME SPECIFIC OUTCOME (M.A. Business Economics)

PSO #	PROGRAMME SPECIFIC OUTCOME
PSO 1	To gain a functional knowledge of theoretical concepts and practical knowledge and their applications in day-to-day life.
PSO 2	To integrate the gained knowledge with various contemporary and evolving areas in business economics like managerial economics, Indian economy, National Income, GDP, Banking, Poverty & Finance etc.
PSO 3	To understand, analyze, plan and implement qualitative as well as quantitative analytical synthetic and phenomenon-based problems in business economics
PSO 4	Provide opportunities in academics, research and Industry.

M.A. First Semester : 2020 - 2021

CC : Paper 101 : Business Economics – I

Unit - I

Meaning & Definitions of Business Economics its nature and Scope. Managerial Economics Role and responsibility. Business firms. Business Economics and its relationship with other Subjects.

Unit -II

Consumer's Equilibrium and Marginal Utility Analysis. Consumer Surplus. Elasticity of Demand. Types determinants and measurement. Demand forecasting its techniques and demand forecasting for a new product.

Unit - III

Indifference Curve Analysis. Theory of Revealed Preference. Recent development in theory of Consumer Demand.

Unit -IV

Isoproduct Curve Analysis. Production Function.. Law of Returns. Production Function with one Variable input. Return to scale.

Unit -V

Concept of Production cost. Monetary Cost, Real Cost and Opportunity Cost, Cost in Short Run and Long Run. Fixed Cost, Variable Cost, Marginal Cost and Average Cost and its relationship.

S.No.	Course Name	Course Code
Semester-I		
101	Business Economics-I	MABE-101
Course Out Come		
CO1	Student will be capable to apply demand analysis and consumer surplus to examine the impact of government regulation and it also enable them to explain determinants of demand.	
CO2	Responses of market and the benefits of exchange.	
CO3	It provides knowledge regarding the formulation of broad economic policies that maximize the level of investment.	
CO4	Providing economic growth.	
CO5	Development to achieve sustainability.	

Books Recommended:

- * E.J. Shapiro-Macro Economic Analysis
- * W.H. Bransin-Macro Economic Theory and Policy
- * M.I. Jhingan-Macro Economic Theory
- * M.C. Vaishya-Macro Economic Theory
- * Sunil Bhaduri-Macro Economic Analysis

M.A. First Semester : 2020 - 2021

CC : Paper 102 : Theory and Practice of Statistics – I

Unit- I

- (i) Meaning , Definition, Characteristics and Scope of Statistics.
- (ii) Functions, Uses, Importance and Distrust of Statistics.
- (iii) Statistical Investigation Plan.
- (iv) Collection of Statistical Data.
- (v) Classification and tabulation of data.

Unit- II

- (i) Statistical Averages- Arithmetic Average or Mean, Median, Mode, Geometric Mean, Harmonic Mean.
- (ii) Dispersion and Skeueeness.

Unit -III

- (i) Diagrammatic Representation.
- (ii) Graphic Presentation
- (iii) Index Number.

Unit- IV

- (i) Correlation : Concept and Importance
- (ii) Methods of Correlation
 - (a) Mathematical Method
 - (b) Graphic Method
- (iii) Regression and Ratio.

Unit V

- (i) Population censuses.
- (ii) Agricultural Statistics.
- (iii) Statistical Organisation in India.

102	Statistics : Theory & Practice--I	MABE-102
Course Outcome		
CO1	The subject provides knowledge in using statistical methods to the students.	
CO2	The scholars involved in social science research activities.	
CO3	It instill in the belief that statistics is important for scientific research.	
CO4	To apply various parametric and non-parametric tests in the real life of case situation.	
CO5	To make decisions under uncertain business situations.	

Book Pecommeded:-

1. K. C. Nagar : Theory and Practice of Statistics
2. S.P. Gupta : *Theory and Practice of Statistics*

M.A. First Semester : 2020 - 2021

CC : Paper 103 : Business Environment & Policy – I

Unit-I

Meaning & Concept of Business Economics, features, significance and need of study of the Business Environment. Type of Business Environment.

Unit-II

Economic Environment of Business, Meaning, Definitions, Significance, Elements of Economics Environment. Economic Systems and Business Environment.

Unit-III

Political & Legal Environment of Business. Factors of Business. Govt. & Business Environment. Roles of the Govt., Legal Environment & Changing Dimensions of Legal Environment.

Unit-IV

Meaning of Socio- Cultural Environment. Main factors of Social Environments. Characteristics of Socio Cultural values. Impact of Social and Cultural Values. Attitude and Importance of Attitude. Social Responsibility of Business.

Unit-V

Dualism in Indian Society. Problems of uneven distribution Income Emerging Rural Sector in India. Consumerism in India.

103	Business Environment and Business Policy-I	MABE-103
Course Outcome		
CO1	As environmental problem are the burning issues of present day. The study of environmental economics will be helpful to them to know the methods of controlling environment pollution and thereby to achieve sustainable development.	
CO2	To provide knowledge of business environment, professional and human values and ethical system at general level.	
CO3	To gain knowledge about business environment.	
CO4	To know the history of sustainable development ideas and understanding the sustainable development.	
CO5	To become familiar with contemporary Environmental Problems.	

Books Recommended:-

1. Sankar U. Edition 2001, Environment forms oxford University press, New Delhi.
2. Tietenbory T. (1994) Environment Economics Harper adlins New york.
3. Kal Stad C.D. (1999), Busi. Env. & Policy, oxford University Press New Delhi.
4. Hanley N.J.F. Shogern & White (1987), Environmental Economics in theory & Practises Macmillan.
5. Francis- Cherumilam, Business Environment text & case Himalaya publishing house. New Delhi.

M.A. First Semester : 2020 - 2021

GE : Paper 104 : International Economics – I

Unit-I

- (i) International Economics – Meaning, Nature, Need and Importance.
- (ii) International and Inter-regional Trade- Meaning, Nature, Need and Importance and Effects.
- (iii) Comparisons between International and Inter-regional Trade. Ohlin's view.
- (iv) International and Inter-regional Trade and Economic Development.

Unit-II

- (i) Theories of International Trade: Causes of their emergence.
- (ii) Classical Theories of International Trade.
- (iii) Theory of Comparative Cost by Ricardo.
- (iv) Modification in the Theory of Comparative Cost.

Unit-III

- (i) Opportunity Cost Doctrine by Haberler.
- (ii) Demand and Supply Theory by Mill.
- (iii) Modern Theory by Heckscher- Ohlin
- (iv) Effects of International Trade on National Income and Foreign Trade Multiplier.

Unit-IV

- (i) Balance of Payments and Balance of Trade. Meaning, Differences and Composition.
- (ii) Disequilibrium in the balance of Payments Causes, Measures for correction it.
- (iii) Terms of Trade- Meaning and Types.
- (iii) Terms of Trade and Economic Development.

Unit-V

- (i) Commercial Policy- Free Trade and Protection, Meaning and argument in favor and against.
- (ii) Various methods of protection.
- (iii) Tariff- Meaning, Clarification and effects.
- (iv) Import Quotas.

104	International Economics-I	MABE-104
Course Outcome		
CO1	To provide strong theoretical background to the students on the subject of international trade.	
CO2	It also helpful to understand the empirical aspects such as trade reforms and their impact on India economy.	
CO3	Enable the students the pattern and nature of international economics, trade and their contribution to economic development.	
CO4	It also enables learners to know the role of public authorities in raising revenue and its spending.	
CO5	Further it concentrates of on economic institutions.	

Books Recommended.

1. Bertil Ohlin, Inter- Regional and International Trade
2. G.V. Haberler, Theory of International Trade.
3. Kindel Berger, International Economics.
4. M.L. Jhingan, International Economics.
5. Jai Prakash, Antarrarhtriya Arthashastra. (Hindi)
6. G.C. Singhai, Antarrarhtriya Arthashastry. (Hindi)
7. V.D. Nagar & G.S.Sharma, Antarrarhtriya Arthashastry. (Hindi)
8. V.C. Sinha , Antaranhtriya Arthashartra (Hindi)
9. Varshneya, Antarrashtriya Vypar (Hindi)

Paper Scheme :

Semester	Paper No.	Nomenclature	Type of Course	Theory / External Assessment		Internal Assessment		Total Marks	Credit Points
				Max	Min	Max	Min		
II	201	Business Economics – II	CC	60	24	40	14	100	04
	202	Statistics : Theory & Practice – II	CC	60	24	40	14	100	04
	203	Business Environment & Business Policy– II	CC	60	24	40	14	100	04
	204	International Economics – II	GE	60	24	40	14	100	04
	205	Comprehensive Viva – Voce	CC	Minimum Passing Marks–35				100	04

M.A. Second Semester : 2020 - 2021
CC : Paper 201 : Business Economics – II

Unit - I

Perfect Competition, Price and Output Determination. Monopoly and discriminating monopoly, Price & Output Determination. Imperfect Competition Price and Output Determination. Monopolistic Competition (Edward Chamberlain)

Unit- II

Difference between Imperfect and Monopolistic Competition. Excess Capacity under Imperfect and Monopolistic Competition. Duopoly. Oligopoly.

Unit -III

Theories of Distribution. Factor Pricing under Perfect Competition.

Unit -IV

Profit, Nature, kind of Profit. Theories of Profit. Dynamic Theory, Innovation Theory, Risk and Uncertainty Theory & Monopoly. Theory by P. Suigee.

Unit- V

Concept of Welfare, Determinants of Welfare, Pigou's Welfare Economics, Pareto's Welfare Economics, New Welfare Economics.

201	Business Economics-II	MABE-201
Course Outcome		
CO1	Understand the economic behaviour of individuals, firms and markets.	
CO2	It is mainly to equip the students in a rigorous and comprehensive understanding with the various aspects of consumer behaviour and demand analysis, production theory and behaviour of costs, the theory of traditional markets and equilibrium of firm.	
CO3	They understand the role of the power and politics in an organisation and develop the rational political behaviour.	
CO4	It studies the welfare economic concepts and definitions relating to present contemporary society.	
CO5	It explain the principles of measuring income inequality, poverty and social exclusion.	

Books Recommended:

- * E.J. Shapiro-Macro Economic Analysis
- * W.H. Bransin-Macro Economic Theory and Policy
- * M.I. Jhingan-Macro Economic Theory
- * M.C. Vaishya-Macro Economic Theory
- * Sunil Bhaduri-Macro Economic Analysis

M.A. Second Semester : 2020 - 2021

CC : Paper 202 : Theory and Practice of Statistics – II

Unit – I

- (i) Interpolation and Extrapolation: Concept, Assumptions, Difference between Interpolation and Extrapolation, Methods of Interpolation and Extrapolation (a) Graphic (b) Algebraic.
- (ii) Analysis of time series: Concept and Components, Method of measuring trends method of measuring trends method of measuring short-term fluctuations.

Unit - II

Probability: Simple and Compound: Addition Theorem. multiplication of Probability, Conditional Probability, Probability of at least one event, Bernoulli's mathematical expectation.

Unit - III

Association of Attributes and Chi-square: Determination of unknown. Class frequencies : Consistency of Data; Association of Attributes: Measurement of Association of Attributes, Positive Association: Illusory association Co-efficient of Contingency.

Unit - IV

- (i) Theoretical Frequency Distribution; Binomial Distribution, Normal Distribution and Poisson Distribution.
- (ii) Business forecasting, Theories of business Forecasting, business bar meters.

Unit - V

Sampling of variables- Large Samples. Sampling of Variable- Small Samples, variance ratio Test- F-Test

202	Statistics : Theory & Practice-II	MABE-202
Course Outcome		
CO1	Aims to familiarize the students with basic statistical techniques.	
CO2	Whole syllabus is divided in to five units.	
CO3	Descriptive and inferential statistics, with major emphasis on inferential statistics.	
CO4	To bring out clearly the importance of statistics in solving different research problems.	
CO5	This subject provides some knowledge in statistical methods to the students and the scholars involved in social science research activities.	

Book Pecommeded:-

- 1. K. C. Nagar : Theory and Practice of Statistics
- 2. S.P. Gupta : *Theory and Practice of Statistics*

M.A. Second Semester : 2020 - 2021

CC : Paper 203 : Business Environment & Policy – II

Unit-I

Natural Environment :- Technological Environment innovation. Impact of Technology on Globalization.

Unit-II

Demographic Environment:- Population size falling birth rate and Changing occupation structure, Population Policy.

Unit-III

Monetary and Fiscal Policies. The Union Budget, Finance of Union and State. Importance of the Budget.

Unit-IV

Planning and development of Agriculture, phases of development. Agriculture Marketing. Agriculture Price Policy.

Unit-V

Global Environment GATT, WTO and Global Liberalization. Multinational Corporations, Merits and Demerits, Multinationals in India.

203	Business Environment and Business Policy-II	MABE-203
Course Outcome		
CO1	Course is meant to provide students an exposure to different debates and approaches in environmental economics.	
CO2	It also provides theoretical and applied understanding on diverse frameworks of national and global environmental problems, analytical tools, instructional and regulatory mechanisms etc.	
CO3	To understand the linkages between Environmental Degradation and Economic Development.	
CO4	To become familiar with contemporary Environmental Problems.	
CO5	To become familiar with various methods of measurement of Environmental Resources.	

Books Recommended:-

1. Sankar U. Edition 2001, Environment forms oxford University press, New Delhi.
2. Tietenbory T. (1994) Environment Economics Harper adlins New york.
3. Kal Stad C.D. (1999), Busi. Env. & Policy, oxford University Press New Delhi.
4. Hanley N.J.F. Shogern & White (1987), Environmental Economics in theory & Practises Macmillan.
5. Francis- Cherumilam, Business Environment text & case Himalaya publishing house. New Delhi.

M.A. Second Semester : 2020 - 2021

GE : Paper 204 : International Economics – II

Unit-I

- (i) Dumping – Meaning, Objectives and Measures.
- (ii) Foreign Exchange- Meaning and Types.
- (iii) Exchange Rate– Determinants and Theories of Exchange determination.

Unit-II

- (i) Exchange Control, Meaning, Objectives and Methods.
- (ii) Price stability. Exchange Stability
- (iii) State Trading Corporation.
- (iv) Bilateral and Multilateral Trading.

Unit-III

- (i) International Monetary Fund.
- (ii) IBRD
- (iii) International development Association.
- (iv) Asian Development Bank

Unit-IV

- (i) World Trade Organisation
- (ii) European Common Market.
- (iii) Multi National Corporation
- (iv) SAARC.

Unit-V

- (i) Foreign Trade in India- Composition, Direction, Diversification and Recent Trends.
- (ii) EXIM Policy.
- (iii) Indies, Balance of Payments
- (iv) Tariff Policy of India

204	International Economics-II	MABE-204
Course Outcome		
CO1	conceptually explain and analyze the trade theories , investment theories, exchange rate theories and regional trading and their impact on economic welfare and businesses	
CO2	analyze and apply the different exchange rate regimes' impact on businesses in general and energy sector.	
CO3	Analyze, apply and integrate the opening up economies of developing countries like India through and multilateral route (WTO) and their impacts on Businesses in general and energy sector.	
CO4	Analyze , apply and integrate all constituents of environment and their impact on decision about finalizing the location of business in other countries	
CO5	To provide the students with thorough analytical understanding of international business environment.	

Books Recommended.

1. Bertil Ohlin, Inter- Regional and International Trade
2. G.V. Haberler, Theory of International Trade.

3. Kindel Berger, International Economics.
4. M.L. Jhingan, International Economics.
5. Jai Prakash, Antarrarhtriya Arthashastra. (Hindi)
6. G.C. Singhai, Antarrarhtriya Arthashastry. (Hindi)
7. V.D. Nagar & G.S.Sharma, Antarrarhtriya Arthashastry. (Hindi)
8. V.C. Sinha , Antaranhtriya Arthashartra (Hindi)
9. Varshneya, Antarrashtriya Vypar (Hindi)

M.A. Third Semester : 2021 - 2022

CC : Paper 301 : Economics of Growth & Planning – I

Unit-I

Meaning and characteristics of under developed countries. Problems and difficulties of under developed countries. The concept and meaning of Economic Growth Difference between growth & development. Modern Economic growth.

Unit-II

Theories of economic growth- Adam smith, Ricardo malthus. Theory of economic growth of Karl Marx.

Unit-III

Economic growth model of Harrod and Domar, Theory of Capital Accumulation –Joan Robinson.

Unit-IV

Rostow's stages of Economic Growth, Mahalnobis Model. The Doctrine of Balanced and unbalanced growth. Lewis Model of unlimited supply of labour.

Unit-V

Problem of Capital formation in under-developed countries. Population and Economic Growth.

Semester-III		
301	Economics of Growth and Planning-I	MABE-301
Course Outcome		
CO1	Understanding the basic facts of economic growth.	
CO2	Comprehension of relationship between growth and development.	
CO3	Familiarity with the wide-ranging policy issues and theories in growth economics.	
CO4	Understanding the interactions of the basic tenets of growth theories and those of debt with the drivers of globalization.	
CO5	It makes the students to understand the aspect of economic development process in various countries.	

Books Recommended:-

1. Meir & Baldwin-Economic Development, Theory & Policy (Bombay, Asia Publishing House)
2. Agrawal & Singh – The Economics of under development (Bombay-Oxford University Press)

3. Benjamin Higgins- Economic Development Principle Prakashan & Policies- Cahat Book Depot. Allahabad.
4. Singh D. Bright- Economics of Development (Bombay, Asia Publishing House)
5. Author Lewis- The Theory of Economic growth (Allen and Unwinn)
6. Gunnar myrdal :- Asian- Drama: An Enquiry in to poverty of Nations (India Edition ludhian- Kalyani Publishing House.
7. Rostov. w.w.: The stager of Economic Growth (Cambridge University –Press)
8. Bhagwati M. Jagdish & Desai Padma : Indian Planning for under stabilization (Oxford University press)
9. Raj. K.N. : Indian economic growth Performance and prospective. (Allied Publishers.
10. Sinha V.C. & Pathak N.P. : Vyayasic Arithshastra
11. Charan D. wadhwa : Some problems of Indians Economic Policy, (Delhi, Taltak MC Growhills)
- 12 Tandan B.C. Eco. Planning Theory & Peachier Chaitanya Punishing house Allahabad.
13. Sharma & varshney: Managerial Economic Deep & deep publication New Delhi.

M.A. Third Semester : 2021 - 2022

CC : Paper 302 : Financial Management – I

Unit-I

Nature, Scope and Objective of Financial Management. Role of Financial Function in Business Organization and Objective of Finance Function.

Unit-II

Project Planning and Feasibility Reports, Techniques of Appraisal- Capital Budgeting- Pay Back Period Method. Average rate of Return Method. Present Value Method and internal rate of return method.

Unit-III

Cost of Capital: Concept of Cost of Capital, Significance of Cost of Capital. Capital expenditure, Determination of Cost of capital, Computation of cost of individual Capital components, Weighted average cost of capital.

Unit-IV

Financial Plan and Capitalization, Capital structure, Determinants leverage – financial operation and Combined, Theories of optimal capital structure.

Unit-V

Sources of long term- Funds, Owned Capital and debt. Capital sources- medium term funds, Short term funds.

302	Financial Management-I	MABE-302
Course Outcome		
CO1	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.	
CO2	Apply the Leverage and EBIT, EPS Analysis associate with Financial Data in the corporate.	
CO3	Analyse the complexities associated with management of cost of funds in the capital Structure.	
CO4	Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems.	
CO5	Demonstrate how risk is assessed.	

Books Recommended:

Kulkarni, P.V.: Financial Management –(Bombay, Himalaya Publishing House)
Srivastava R.M.: Essentials of Business firm–(Bombay, Himalaya Publishing House). Pandey, I.M.: Financial Management- N. Delhi, Vikas Publishing House)
Keown, Scott, Petty and Martin: Basic financial Management (U.S.A.), P.H.I.) Van Horn : Financial Management & Policy (U.S.A., P.H.I.) Khan & Jain: Financial Management (Delhi, Tata MC Graw Hill Publishing House Kuchhal, S.C.: Financial Management Allahabad, Chaitanya Publishing Horse). Solomon, E.: Theory of Financial Management (New York, Harps & Row).

1. Ramesh, M.S.: A key to financial management (Ludhiayana), Kalyani Publishing)
2. Kulshreshtha: Vittiya Arthahsstra (Agra-Sahitsh Bhawan (Hindi)
3. Upadhyaya, K.M.: Financial Mangement (Ludhiayana)' Kalyani Publishing House).
4. Chandra, Prasanna: Financial Management (Delhi, Tata, MC-Graw Hill.).
5. Home J.C.V. : Fundamental of financial management

M.A. Third Semester : 2021 - 2022

DEC : Paper 303 (A) : Personnel Management

Unit-I

- (i) Personnel Management- Meaning, Scope, Objectives, Functions.
- (ii) Principles and Philosophy of Personnel Management
- (iii) Relationship of Personnel Management with other branches of Social sciences.
- (iv) Functions, Responsibilities and Qualifications of Personnel Manager.

Unit-II

- (i) Recruitment Procedure
- (ii) Job Analysis
- (iii) Job evaluation
- (iv) Performance Appraisal.

Unit-III

- (i) Selection, induction, promotion, Demotion, transfer and other activities.
- (ii) Training and Development – Aims methods and process.
- (iii) Absenteeism (iv) Labor turnover

Unit-IV

- (i) wage and salary Administration.
- (ii) Methods of wage payments.
- (iii) Incentives and non- Incentives methods of wage payments

Unit-V

- (i) Grievance (ii) Leadership (iii) Communication (iv) Group Dynamics. `

303A	Financial Management-I	MABE-303
Course Outcome		
CO1	Meaning, concept, function, & importance of personnel management, role of a personnel manager, personnel policies	
CO2	Meaning, concept, need & types of manpower planning. Meaning and concept of job analysis, job description & job specification. Recruitment & selection.	
CO3	Meaning, need, method & importance for training and development.	
CO4	Meaning, Objective, method of performance appraisal, meaning and types of transfer, meaning and basis of promotion and separation	
CO5	Meaning purpose & principle of wage & salary administration, Methods of wage payment	

Books Recommended:

- 1 Personal Management' by C.B. Mamoria & V. S. P. Rao- Himalaya Publishing House.
 - 2 Personal Management &Industrial Relations by P.C.Tripathi-S.chand & Sons.
 - 3 Industrial relation, Trade Union & Labour Relation by G.P. Sinha & PRN Sinha, Pearson.
- Recommended Readings :
4. Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
 5. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
 6. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
 7. Mathis, Robert L. and Jackson, John H., "Human Resource Management," New Delhi, Thomson.
 8. Gomez, Meja, Balkin, Cardy, "Managing Human Resources," New Delhi, Pearson Education.
 9. Aswathappa, K., "Human Resource Management", Text and Cases. New Delhi, Tata McGraw – Hill.
 10. Snell, Scott, and Bohlander, George, "Human Resource Management," New Delhi, Cengage Learning.
 11. Mamoria and Rao, "Personnel Management", New Delhi, Himalaya Publishing House.

M.A. Third Semester: 2021 - 2022

DEC : Paper 303 (B) : Marketing Management

Unit-I

Marketing Management- Meaning, Nature, Scope, Importance of Marketing, Place of Marketing Management in business firm as well as in economy, Marketing concepts - traditional and modern, selling v/s Marketing, Marketing Mix., Marketing Environment.

Unit-II

Consumer Behavior- Nature, Scope and significance of consumer Behavior, Market Segmentation-Concept and importance, Bases of Market Segmentation, consumer Protection Act.

Unit-III

Product- Concept of Product, Product planning and Development, Product life cycle, Packaging – meaning, Role and functions, Brand Name and Trade Mark, After sales Service.

Unit-IV

Price- Importance of price in marketing mix, Factors affecting Price, Distribution channels concept and role, Types of distribution channels, Factors affecting choice of a distribution channel, Retailer and whole sales, Physical distribution of goods.

Unit-V

Promotion- Methods of Promotion, Optimum Promotion Mix., Advertising Media- their relative merits and limitation, Characteristics of an effective advertisement, Personal Selling, Qualities of successful sales person, Functions of salesman.

303B	Marketing Management	MABE-303-B
Course Outcome		
CO1	Students will be able to identify the scope and significance of Marketing In Domain Industry.	
CO2	Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.	
CO3	Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.	
CO4	Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms.	
CO5	Students will be able to practice marketing communication skills relevant to the corporate world.	

1. Kotler, Philip, Marketing Management, New York: Prentice Hall Publishing, 2000
2. Cravens, Hills and Woodruff, Marketing Management, Richards D. Irwin, 1988
3. Pillai, R.S.N. and Bagavathi, Marketing Management : Principles and Practices, New Delhi: S.Chand Co., 1998

M.A. Third Semester : 2021 - 2022

GE : Paper 304 : Indian Economic Policy

Unit I

Trend and Structure of National Income ;
Demographic Features and Indicators of Development ;
Poverty and Inequality : Policy Implications ;
Employment and Unemployment: Policy Implications .

Unit II

Planning in India: Objectives, Strategies and Evaluation;
Economic Reforms in India;
Critique of Economic Reforms;

Unit III

Agricultural Growth, Productivity Trends and Crop Patterns;
Issues and Concerns in Indian Agriculture;
Industrial Sector in Pre-reform Period; Industrial Sector in Post-reform Period;

Unit IV

Infrastructure; Indian Financial System: Money Market and Monetary Policy;
Capital Market in India and Working of SEBI;

Unit V

Foreign Trade and Balance of Payment; India and International Institutions;
Multinational Corporations and Foreign Capital;
Government Finance : Union and States;
Fiscal Federalism in India and latest Finance Commission.

304	Indian Economic Policy	MABE-304
Course Outcome		
CO1	grasp the necessity and importance of the fiscal, trade, investment, financial policies undertaken in the post-independent period	
CO2	be able to explain the reasons of inflation in the Indian economy and inflation control measures	
CO3	understand how services sector, formal and informal have developed, particularly with the growth of banking, insurance and services.	
CO4	be able to explain the policies and performance in industry-output, employment, productivity growth, the importance of small-scale industry, performance of PSEs, FDI and economic reforms in Indian industry	
CO5	acquire an understanding about the basic characteristics of the Indian economy Policy, the structural composition of its national income	

1. Sen, R.K. and . Chatterjee (2001), Indian Economy : Agenda for 21st Century. – Dhar,
2. P.K., Indian Economy- Its growing dimensions, Kalyani Publishers, New Delhi (Latest Edition)
3. Mishra, S.K. and V.K. Puri Indian Economy - 1st Development Experience, Himalaya Publishing House, Mumbai, Latest Edition. – Economic Surveys, Government of India, various issues. – Reserve Bank of India, Report on Currency and Finance (Annual).

Paper Scheme :

Semester	Paper No.	Nomenclature	Type of Course	Theory / External Assessment		Internal Assessment		Total Marks	Credit Points
				Max	Min	Max	Min		
IV	401	Economics of Growth and Planning – II	CC	60	24	40	14	100	04
	402	Financial Management – II	CC	60	24	40	14	100	04
	403-A	Industrial Relations	DEC	60	24	40	14	100	04
	403-B	Marketing Research							
	404	Agriculture Economics	GE	60	24	40	14	100	04
	405	Comprehensive Viva – Voce	CC	Minimum Passing Marks–35				100	04

M.A. Fourth Semester : 2021 - 2022

CC : Paper 401 : Economics of Growth & Planning– II

Unit-I

Advent of Economic punning its Growth & necessity meaning, Prerequisites of economic planning. Types of Planning, Problems and priorities of Planning.

Unit-II

Plan formulation and resources. Mobilization Problem of control in Planned economy. Incentives and Efficiency in Planned economy.

Unit-III

Achievement and failures of Economic Planning. Recent trends in Indias planning. New Economic Policy. Some recent changes in Economy.

Unit-IV

Planning Techniques- Input/Output Analysis. Linear Programming. The concept of capital output Ratio.

Unit-V

Investment Criteria in Economic development. Project evaluation and its different methods. Cost Benefit Analysis.

401	Economics of Growth and Planning-II	MABE-401
Course Outcome		
CO1	To explain development economic growth theories, international trade development theories, and related economic development theories.	
CO2	Learn hardcore economic prescriptions to development, concerns hitherto relegated to background like education, health, sanitation and infrastructural development, have found a place of pride in explaining the preference of various economies.	
CO3	Fundamental foundation of basic growth and development issues, approaches and models.	
CO4	The paper attempts to discuss the structure and change in variables.	
CO5	It helps to understand the overall static and dynamic perspectives of the economy in a purely theoretical perspective.	

Books Recommended:-

1. Meir & Baldwin-Economic Development, Theory & Policy (Bombay, Asia Publishing House)
2. Agrawal & Singh – The Economics of under development (Bombay-Oxford University Press)

3. Benjamin Higgins- Economic Development Principle Prakashan & Policies- Cahat Book Depot. Allahabad.
4. Singh D. Bright- Economics of Development (Bombay, Asia Publishing House)
5. Author Lewis- The Theory of Economic growth (Allen and Unwinn)
6. Gunnar myrdal :- Asian- Drama: An Enquiry in to poverty of Nations (India Edition ludhian- Kalyani Publishing House.
7. Rostov. w.w.: The stager of Economic Growth (Cambridge University –Press)
8. Bhagwati M. Jagdish & Desai Padma : Indian Planning for under stabilization (Oxford University press)

M.A. Fourth Semester : 2021 – 2022
CC : Paper 402 : Financial Management – II

Unit-I

Management of Working Capital : Concept need and influencing factors Marketing, underwriting and distribution of securities, management of cash Management of Cash flows, methods of Accelerating cash in flows, methods of Slowing cash out flows, determining of level of cash Balance, optimum investment in securities.

Unit-II

Management of Inventory: Determining the optimum level of Inventory, determining order point determining the degree of control, ABC Analysis. Management of Receivables: An overview, Dimensions of Receivables, Formulation of credit Policies, execution of credit policies and formulation of collection policies and their execution.

Unit-III

- (i) Ratio Analysis: Meaning of Ratio Analysis, Significance of Ratios as a tool of financial analysis.
- (ii) Fund Flow statement: Concept of fund flow statement, Significance of funds flow statement.
- (iii) Cash flow statement: circulation of cash, significance of uses of cash flow statement, Preparation of cash flow statement,

Unit-IV

Dividend and Retained earning: Dividend policy decisions, Policies regarding retained earning, Bonus share or stock dividend- meaning utility and guidelines for issue.

Unit-V

Profit planning and Cost volume profit analysis (Break even analysis), Capital markets and its institutions, Control on Capital issues.

402	Financial Management-II	MABE-402
Course Outcome		
CO1	Explain the concept of fundamental financial concepts, especially time value of money.	
CO2	Apply capital budgeting projects using traditional methods	
CO3	Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances	
CO4	Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting	
CO5	Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.	

Books Recommended:

Kulkarni, P.V.: Financial Management –(Bombay, Himalaya Publishing House)
Srivastava R.M.: Essentials of Business firm–(Bombay, Himalaya Publishing House). Pandey, I.M.: Financial Management- N. Delhi, Vikas Publishing House)
Keown, Scott, Petty and Martin: Basic financial Management (U.S.A.), P.H.I.) Van

Horn : Financial Management & Policy (U.S.A., P.H.I.) Khan & Jain: Financial Management (Delhi, Tata MC Graw Hill Publishing House Kuchhal, S.C.: Financial Management Allahabad, Chaitanya Publishing Horse). Solomon, E.: Theory of Financial Management (New York, Harps & Row).

1. Ramesh, M.S.: A key to financial management (Ludhiyana), Kalyani Publishing)
2. Kulshreshtha: Vittiya Arthahsstra (Agra-Sahitsh Bhawan (Hindi)
3. Upadhyaya, K.M.: Financial Mangement (Ludhiyana)' Kalyani Publishing House).
4. Chandra, Prasanna: Financial Management (Delhi, Tata, MC-Graw Hill.).
5. Home J.C.V. : Fundamental of financial management

M. A. Fourth Semester: 2021 – 2022

DEC : Paper 403 (A) : Industrial Relations

Unit-I

Industrial Relations : Objectives, Nature, Importance, Approaches, Parties and strategy of Industrial Relations.

Unit-II

- (i) Industrial unrest : Meaning and causes
- (ii) Impact of industrial unrest on economy
- (iii) Industrial Disputes: Meaning, Causes and types.

Unit-III

- (i) Concept and significance of Industrial Peace.
- (ii) Collective Bargaining.
- (iii) Workers Participation in Management
- (iv) Other methods of Industrial peace.

Unit-IV

- (i) Trade Union: Need for Emergence, Objectives, Nature, Function, of Trade Union.
- (ii) History of Trade Union.
- (iii) Trends and legal Aspects of Trade Union,
- (iv) Trade Union Movement in India.

Unit-V

- (i) Industrial Working conditions and its impact on Employees, Health and Safety.
- (ii) Social Security act in India.
- (iii) Mines Safety Act.
- (iv) Act for women and child labor.

403A	Financial Management-II	MABE-403A
Course Outcome		
CO1	Meaning & concept of Industrial Relation and Trade Union.	
CO2	Health, safety and welfare facilities, Social security	
CO3	Meaning, need, method & importance for training and development.	
CO4	Meaning, Objective, method of performance appraisal, meaning and types of transfer, meaning and basis of promotion and separation.	
CO5	Meaning, concept, need & types of manpower planning. Meaning and concept of job analysis, job description & job specification. Recruitment & selection.	

REFERENCES :

1. Chand, K.V.K., Industrial relations
2. Manoppa, A., Industrial relations, TMH, 1999
3. Laldas D.K., Industrial relations in India
4. Manohar Lal, Industrial Relations & Labour Legislation
5. Yoder, Dale and others, Personnel Management & Industrial Relations, New Delhi, Prentice Hall, 1959
6. Mamoria, C.B., Industrial Labour and Industrial Relations in India, Kitab Mahal, 1975
7. Mamoria, Mamoria and Gankar, Dynamics of Industrial Relations, Bombay: Himalaya Publishing, 2001.

M. A. Fourth Semester: 2021 - 2022
DEC : Paper 403 (B) : Marketing Research

Unit-I

Marketing Research- Meaning, Aims, Objective, Scope, Need, Importance and Organization of Marketing Research, Process of Marketing Research, Difference between Marketing Research and marketing Information System.

Unit-II

Application of Marketing Research, Specialised fields and techniques, Sales forecasting, Meaning and Methods, Product Research Meaning and methods.

Unit-III

Test Marketing, Advertising Research Planning and Procedure, Motivational Research- Meaning and Methods.

Unit-IV

Internal Business Records and their uses, External Research, Sampling- Meaning advantages, Merits, demerits and Methods of Sampling.

Unit-V

Collection and Analysis of Marketing Research Questionnaires Designing, Collection of Data, Tabulation of Data, Analysis of Data, Interpretation and Report writing.

403B	Marketing Research	MABE-403B
Course Outcome		
CO1	To understand the concepts of marketing management	
CO2	To learn about marketing process for different types of products and services	
CO3	To understand the tools used by marketing managers in decision situations	
CO4	To understand the marketing environment	
CO5	Students will demonstrate strong conceptual knowledge in the functional area of marketing management.	

Reference Books :

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

M. A. Fourth Semester : 2021 - 2022

GE : Paper 404: Agriculture Economics

Unit-I

Agricultural Economics and Economic Development: Definition of agricultural Economics, its scope and nature; Regional disparities in Indian agriculture; Difference between Agriculture and Industry; Need for a separate study of Agricultural Economics. Agriculture and Economic Development: Role of agriculture in Economic Development; Contribution of industry to the development of agriculture; Interdependence of agriculture and industry.

Unit-II

Approaches to Agriculture Development: Schultz, Mellor, Boserup, Lewis and Ranis-Fie.

Unit-III

Economics of Agriculture Production: The Production Function; Factor - Product Relationship; Factor - Factor Relationship, Product - Product Relationship. Equilibrium of the capitalist form, peasant family farm and share tenant farm.

Unit-IV

Agricultural Credit: Importance of agricultural credit; Sources (formal and informal), problems and Government policies since Independence. Capital formation in the rural sector - savings, assets and credits. Issues in Agriculture price policy: objectives of Agricultural Price Policy; Main elements of Agricultural Price Policy; Agricultural Price Policy in India: Its evolution; objectives of Price policy in India; Important constitution of Agriculture Price Policy in India; Critical Evaluation of India's Agriculture Price Policy; Need for Revision of Agricultural Price Policy in India.

Unit-V

The New Economic Policy and Indian Agriculture: Macro Economic Stabilization measures; structural Adjustments in the Agricultural Sector. World Trade Organization and Indian Agriculture; Model of Production Debate: Private V /s Public investment in Agriculture; Trends in public and private investment in Indian Agriculture.

404	Agriculture Economics	MABE-404
Course Outcome		
CO1	Sensitize the overall development and engine of growth in agriculture. Draw distinctive features of rural and urban economy or agricultural and non-agricultural which can influence the whole economy	
CO2	Learn and identify the opportunities open/available in those flourishing sectors such as horticulture, fishing and floriculture and forestry. Find new investment opportunities to add income and employment.	
CO3	Understand limited resources available in the economy. Realize the need to exploit and utilize through development and improvement of production techniques.	
CO4	Make them aware of the availability of rich natural endowments to achieve sustainable agricultural development. With this knowledge they can challenge the problems of unemployment, inequality, shortage of food productions, poverty and be useful to compete advanced agricultural economies.	
CO5	Gain knowledge of the causes of regional variations in productivity and production, social and economic inequality, size of land holdings and lack of quality inputs etc. and suggest appropriate measures for the whole economy	

References :

1. Bilgrami, S.A.R. (1996): Agricultural Economics, Himalayas Publishing House, Delhi.
2. Dantwala, M.L. et al., (1991): Indian Agricultural Development since Independence, Oxford & IBH, New Delhi.
3. Gaurav Datt and Ashwani Maharaj C (2014), Datt and Sundaram's Indian Economy, S.Chand & Co., New Delhi.
4. Government of India, Economic Survey, Annual (2014), New Delhi.
5. Gualti, A. and T.Kelly (1999): Trade Liberalisation and Indian Agriculture, Oxford University Press, New Delhi.
6. Kahion, A.S. and Tyagi D.D. (1983): Agriculture Price Policy in India, Allied Publishers, New Delhi.
7. Memoria C.B (2013) Agricultural Problem in India.
8. Rao, C.H. Hanumanth (1975): Agricultural Growth, Rural Poverty and Environmental Degradation in India, Oxford University Press, New Delhi.
9. Sadhu and Singh (2013) Fundamentals of Agricultural Economics, Himalaya, New Delhi