

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.

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.

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.

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.

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.

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

M.A. First 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.

M.A. First 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

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.

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.

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. `

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.

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.

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.

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.

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.

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.

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