Annexure B

Department of Applied Business Economics Faculty of Commerce

Dayalbagh Educational Institute (Deemed To Be University) Dayalbagh Agra

Minute of Meetings of Board of Studies

Meetings of the Board of Studies were held in the chamber of Head of the Department on 28th February, 2019. The followings were present:

- 1. Prof. S. P. Kaushik, Head of Department, Chairman
- 2. Prof. Madan Lal, Delhi School of Economics, University of Delhi, External Expert
- 3. Prof. A. K. Mittal, Kurukshtra University, External Expert

Prof. V. K. Gangal, Internal Member
 Prof. S. P. Saxena, Internal Member
 Prof. Shalini Dubey, Internal Member
 Dr. Anisha Satsangi Internal Member

The members discussed the syllabi of the courses offered by the department in its different programs and following suggestions are made:

1. The following changes are made in the existing syllabus:

S	Course	Unit	Existing	Proposed Change	Rationale of Change
N	Code				
1	ABM 101	III	UNIT 3: DEMAND AND SUPPLY ANALYSIS (a) Demand: Concept, Types, Demand Schedule & Demand Curve (b) Law of Demand (c) Elasticity of Demand: Concept, Types & Applications (d) Supply: Concept, Law of Supply & Price Elasticity of Supply.	UNIT 3: DEMAND AND SUPPLY ANALYSIS (a) Demand: Concept, Types, Demand Schedule & Demand Curve (b) Law of Demand (c) Elasticity of Demand: Concept, Types & Applications (d) Supply: Concept, Law of Supply & Price Elasticity of Supply. (e) Equilibrium of Demand & Supply (f) Effects of changes in Demand and supply on Equilibrium price (g) Time element in theory of value. (Part of 5 unit of this paper itself)	-Update and the merge of ABM 201
		V	UNIT 5: THEORIES OF PRODUCT PRICING (a) Different market situations (b) Equilibrium of	UNIT 5: THEORIES OF PRODUCT	Reorganized with first unit of ABM 201

			Demand & Supply (c) Effects of changes in Demand and supply on Equilibrium price (d) Time element in theory of value.	(a) Cost and Revenue Analysis (b) Different market situations (c) Equilibrium of Firm and Industry (d) Pricing under Perfect Competition, Monopoly and Monopolistic Competition (e) Price Discrimination & Inter-related Prices. (First unit of 201)	For detail please refer Appendix No.1
2	ABM 201		UNIT 1: PRICING DECISIONS (a) Cost and Revenue Analysis (b) Equilibrium of Firm and Industry (c) Pricing under Perfect Competition, Monopoly and Monopolistic Competition (d) Price Discrimination & Inter-related Prices.	UNIT 1: THEORIES OF FACTOR PRICING (a) Theories of Distribution (b) Ricardian and Modern theories of Rent, Quasi-Rent (c) Wages determination under Perfect and Imperfect Competition (d) Wages and Trade Unions (e) Classical, Neo-classical and Liquidity preference Theories of Interest (f) Theories of Profit.	Existing Unit 1 Has been transferred to ABM 101 And unit 2 of ABM 201 has been shifted as unit 1 proposed.
		III	UNIT 2: THEORIES OF FACTOR PRICING (a) Theories of Distribution (b) Ricardian and Modern theories of Rent, Quasi-Rent (c) Wages determination under Perfect and Imperfect Competition (d) Wages and Trade Unions (e) Classical, Neo-classical and Liquidity preference Theories of Interest (f) Theories of Profit. UNIT 3: NATIONAL INCOME (a) National Income and its measurement (b) National Income and Economic Welfare.	UNIT 2: NATIONAL INCOME (a) National Income: Concept and Economic Welfare. (b) National Income: Its measurement. UNIT 3: THEORIES OF EMPLOYMENT AND TRADE CYCLE (a) Classical Theories of Employment (b) Keynesian & Post-	Unit 3 of ABM 201 has been shifted as unit 2 proposed. Unit 4 of ABM 201 and Unit 1 of ABM

		IV	UNIT 4: THEORIES OF EMPLOYMENT AND TRADE CYCLE (a) Classical Theories of Employment (b) Keynesian & Post-Keynesian Approach of Employment-A General Outline only (c) Business Cycles: Concept, Theories, Phases, and Control.	Keynesian Approach of Employment-A General Outline only (c)Distinction between Micro and Macroeconomics (d)Macroeconomic: Consumption, Investment and Employment UNIT 4: Economic Fluctuation (a) Business Cycles: Concept, Theories, Phases, and Control. (b) Inflation: Concept, Causes, Effect and (C) Monetary and Fiscal policy as a tool to control economic fluctuations. (d) Economic System	A02 have been shifted as proposed unit 3 Rename of Unit, Merge of Unit 4 of ABM 402
2	ABM	V	UNIT 5: ECONOMIC SYSTEMS Traditional Approach: Characteristics and functioning of (a) Capitalism (b) Socialism (c) Mixed Economy. Modern Approach: Characteristics, functions, and functioning of Market Economy.	and planning UNIT 5: OPEN ECONOMY MACROECONOMICS (a) International Trade and Investment (b)Foreign Direct Investment and Foreign Portfolio Investment (c) Balance of Payments and Foreign Exchange Reserves (d) Exchange Rates: Meaning, determination and control.	Unit 5 of ABM 402 has been shifted as proposed unit 5 For detail please refer Appendix No.2
3	402	1-5	Exiting paper has been reorganized & merged with ABM 201 to avoid repetition.	ABM 503 Banking Laws and procedure has been shifted as ABM 402	For detail please refer Appendix No.3
4	ABM	New	ABM 503 Banking Laws and	New paper as ABM 503 :	For detail please
	503	Paper	procedure	Business Research Methods	refer Appendix No.4
5	ABM 903	1	UNIT 1: INTERNATIONAL MARKETING AND ITS INTRODUCTION (a) Nature and significance; complexities in international marketing; (b) Transition from domestic to transnational marketing; (c) International market orientation- EPRG framework; International market entry strategies.	UNIT1: INTERNATIONAL MARKETING:AN OVERVIEW (a) Meaning, Scope and significance of International marketing Management. (b) International Marketing V/S Domestic Marketing (c) EPRG Framework – International	For detail please refer Appendix No.5 Restructure

Marketing Orientation (d) Why firms go aboard - Reasons and Motivation UNIT 2: INTERNATIONAL **UNIT 2: ENVIRONMENT** MARKETING Addition of E section AND INTERNATIONAL П **ENVIRONMENT** Disputes In **MARKETING** International **DECISIONS: PEST** (a) Political and Legal marketing (a) International Marketing Environment Environment: Political, (b) Economic Legal, Environmental, Socio Cultural and Technological Environment environment, Country Risk IMF, WTO, Trade Analysis. (b) International Barrier Economic **Environment:** Trading Blocks IMF, WTO International (c) Socio - Cultural System. Monetary (c) Environment International Trade (d) Technological Barriers: Tariff and Non-Tariff Regional Blocks: Environment European Union, NAFTA, (e) Ethics & Disputes SAARC, ASEAN, and in International MERCOSUR. Marketing - Ethical Consideration International Marketing, Nature **Disputes** internal marketing and their settlement machinery. UNIT3: UNIT 3: INTERNATIONAL **INTERNATIONAL** Addition of A & C MARKETING DECISIONS Ш MARKETING RESEARCH section -Assessing (a) International Product **International** policy planning for global Marketing markets, Standardization **Opportunities** vs. Product adaptation; (a) Breadth New product development; Scope of International Management of Marketing Research international brands; And Process Packaging and labeling: (b) Internation Provision of sales related al Marketing services; Environmental Information System influences on pricing (c) Estimation decisions; (b) International of Demand policies pricing and International Market strategies. (c) Complexities (d) Modes and and issues of International Strategy for Entry in advertising, Functions and International Market types of channels; channel Joint Venture, selection decisions; (d) Strategic Alliances, logistics International

Direct

Investment,

	decisions. UNIT 4: DIRECTION & COMPOSITION OF INDIAN EXPORTS (a) (e) Export documents Indian export and import policy export promotion organizations, (b) Export incentives (c) Export quality control; (d) Export finance, shipment and procedures, processing of an export order, organization (f) Structure of export and import houses.	Product Planning and Pricing Strategies (a) Product Planning and Policies – (1) International Markets and Product Planning – Market Segmentation, New Product Development and	Exiting Unit which is country specific (as part of Export Marketing has been replaced by International Product Planning and Pricing Strategies Not properly covered at present.
V	UNIT 5: EMERGING ISSUES & DEVELOPMENTS IN INTERNATIONAL MARKETING (a) Ethical and social issues in International marketing. (b) Information technology	UNIT 5: International Distribution Channels and Promotional Decisions – (A)International Distribution and Logistic Planning (1) Distribution - Meaning and Importance, Direct and Indirect Channels, Factors Involved in Distribution Decisions, (2) International Logistic	Restructure of Exiting Unit Addition - E Marketing Not properly covered at present.
	and international marketing; Impact of	Planning - Insurance, Transportation and	

	globalization.	Documentation	
		(B)International	
		Promotional Strategies	
		(1) International Advt. –	
		Goals, Strategies	
		Complexities and Media	
		Planning & Management	
		(2) E - Marketing	

- 2. Meeting approved proposed course structure of B.Com. (Corporate Accounting and Law) as Appendix 6.
- 3. The members also expressed their concern to start Specialized PG course in department named as M.Com in Foreign Trade and another in Entrepreneurship from session 2020 -21 which has been adopted in principle and asked to organized workshop to prepare detailed syllabi of it.
- 4. The members also reviewed and updated the list of external experts for (theory and seminar) examination.
- 5. The few minor corrections were also suggested in some other courses which have been duly incorporated.
- 6. The course teachers were requested to update the suggested readings. It was also requested to include possible Hindi medium books in the each course.

Meeting ended with the thanks to chair.

Prof. S. P. Kaushik, Chairman

Course Number: ABM101, Course Title: BUSINESS ECONOMICS I

Class: B.Com. Status of Course: MAJOR COURSE, Approved since session: 2016-17 Total Credits: 3, Periods (55mts. each)/week: 6(L-3+T-0+P/S-1), Min. pds./sem.:39

UNIT 1: INTRODUCTION

[7 pds]

- (a) Definition and Scope of Economics
- (b) Methods of Economic Study
- (c) Micro and Macro Analysis
- (d) Economic Laws.

UNIT 2: ANALYSIS OF CONSUMER BEHAVIOUR

[8 pds]

- (a) Utility: Concept, Measurement, Types, Utility Schedule & Curve
- (b) Law of Diminishing Marginal Utility & Law of Equi-marginal Utility
- (c) Consumer's Surplus: Marshallian Approach
- (d) Indifference Curve: Concept, Characteristics, Consumers Equilibrium & Effects on Consumer's Equilibrium & Consumer Surplus [Hicksian Approach & Slutskig's Approach]

UNIT 3: DEMAND AND SUPPLY ANALYSIS

[8 pds]

- (a) Demand: Concept, Types, Demand Schedule & Demand Curve
- (b) Law of Demand
- (c) Elasticity of Demand: Concept, Types & Applications
- (d) Supply: Concept, Law of Supply & Price Elasticity of Supply.
- (e) Equilibrium of Demand & Supply
- (f) Effects of changes in Demand and supply on Equilibrium price
- (g) Time element in theory of value. (Part of 5 unit of this paper itself)

UNIT 4: THEORY OF PRODUCTION

[8 pds]

- (a) Production: Concept & Factors
- (b) Efficiency of Land, Labour & Capital
- (c) Economies & Diseconomies of the Scale
- (d) Laws of Return
- (e) Laws of Return to Scale
- (f) Producers Equilibrium.

UNIT 5: THEORIES OF PRODUCT PRICING

[8 pds]

- (a) Cost and Revenue Analysis
- (b) Different market situations

[15 pds]

- (c) Equilibrium of Firm and Industry
- (d) Pricing under Perfect Competition, Monopoly and Monopolistic Competition
- (e) Price Discrimination & Inter-related Prices. (First unit of 201)

SUGGESTED READINGS:

Dewett KK: MODERFN ECONOMIC THEORY Seth ML: PRINCIPLES OF ECONOMICS

Sundharam KPM & Vaish MC: PRINCIPLES OF ECONOMICS

George Leland Beach: ECONOMICS

Bansal SN & Agarwal Anupam: ECONOMIC ANALYSIS Kotsoyiannis A: MODERN MICRO ECONOMICS

Course Number: ABM201, Course Title: BUSINESS ECONOMICS II

Class: B.Com. Status of Course: MAJOR COURSE, Approved since session: 2016-17 Total Credits: 3, Periods (55mts. each)/week: 6(L-3+T-0+/S-1), Min. Pds./sem:78

UNIT 1: THEORIES OF FACTOR PRICING

[18 pds]

- (a) Theories of Distribution
- (b) Ricardian and Modern theories of Rent, Quasi-Rent
- (c) Wages determination under Perfect and Imperfect Competition
- (d) Wages and Trade Unions
- (e) Classical, Neo-classical and Liquidity preference Theories of Interest
- (f) Theories of Profit.

UNIT 2: NATIONAL INCOME

[15 pds]

- (a) National Income: Concept and Economic Welfare.
- (b) National Income: Its measurement.

UNIT 3: THEORIES OF Income, EMPLOYMENT AND Investment

[15 pds]

- (a) Classical Theories of Employment
- (b) Keynesian & Post-Keynesian Approach of Employment-A General Outline only
- (c) Distinction between Micro and Macroeconomics
- (d) Macroeconomic: Consumption, Investment, and Employment

UNIT 4: Economic Fluctuation

[15 pds]

- (a) Business Cycles: Concept, Theories, Phases, and Control.
- (b) Inflation: Concept, Causes, Effect and
- (C) Monetary and Fiscal policy as a tool to control economic fluctuations
- (d) Economic planning

UNIT 5: OPEN ECONOMY MACROECONOMICS

[8 pds]

- (a) International Trade and Investment
- (b) Foreign Direct Investment and Foreign Portfolio Investment
- (c) Balance of Payments and Foreign Exchange Reserves
- (d) Exchange Rates: Meaning, determination and control.

SUGGESTED READING:

TR Schultz: NATIONAL INCOME KK Dewett: MODERN THEORY

Stoneir & Hague: A TEXT BOOK OF ECONOMIC THEORY

PA Samuelson: ECONOMICS

ML Seth: PRINCIPLES OF ECONOMICS

KPM Sundharam & MC Vaish: PRINCIPLES OF ECONOMICS SN Bansal & Anupam Agarwal: ECONOMIC ANALYSIS

HL Ahuja: ECONOMIC ANALYSIS

Edward & Shapico: MACRO ECONOMIC ANALYSIS

Course Number: ABM402, Course Title: BANKING LAWS AND PROCEDURE

Class: B.Com. Status of Course: MAJOR COURSE, Approved since session: 2017-18 Total Credits: 4, Periods (55 mts. each)/week: 4(L-4+T-0+P/S-0), Min. pds./sem.:52

UNIT 1

Indian Banking Structure

Origin, Evolution of Banking Institutions, Types and functions of banks, Banking companies in India, RBI; Constitution, Management and Functions, Banking Regulation Act, 1949, State Bank of India, UTI, IDBI, RRBs', Local banks, Non-Banking Financial Company (NBFC), BASEL Norms

UNIT 2

Employment of Funds

Lending policies, Loans and Advances, Guarantees, Advances secured by Collateral securities, Agency Services, Financing of Exports Special Banking Services, Advances to Priority Sectors and Credit Guarantee schemes, Legal issues in short term and long term finance, Money laundering, SARFAESI Act 2002

UNIT 3

Negotiable Instruments, 1881 Act,

Negotiable instruments, Material alteration, Paying banker and collecting banker, Bills in sets, Crossing and Dishonor of Cheques, Noting and Protest of Negotiable Instrument, Endorsement, Rules of evidence and compensation, Penal provisions under NI Act

UNIT 4

Banker and customer Relationship

Definition of banker and customer, Banker's duty of secrecy, banker's duty to honors cheques, banker's lien, and banker's right to setoff- Appropriation of payments, Customer's duties towards his banker. Opening of New Accounts, Minor's A/C, Joint A/C, Partnership A/C, Company's A/C, Married women's A/C, Trust A/C, Joint Hindu family A/C

UNIT 5

Ancillary Services of Bank

E- Banking: Remittances, DD, MT, TT, Traveler's cheques, bank orders, credit card, debit/smart cards, safe deposit vaults, Electronic fund transfer, Internet banking, mobile banking, ATM banking, E - Cheque, authentication, Cyber Evidence, Banking Ombudsman

SUGGESTED READINGS:

Banking Law Theory and Practice – Sundaram and Varshney – Sultan Chand Co. Banking and Financial Systems – B. Santhanam (Margham Publishers)

Banking Law Theory and Practice - S.N. Maheswari - Kalyani Publications

Indian Banking – Parameswaran – S. Chand and Co.

Banking Law Theory and Practice - Tandon

Banking Law Theory and Practice - Sherlaker & Sherlaker

Course Number: ABM503, COURSE TITLE: BASICS OF BUSINESS RESEARCH METHODS

Class: B.Com. Status of Course: Major COURSE, To Be Approved session: 2019-20 Total Credits: 4, Periods (55 mts. each)/week: 4 (L-4+T-0+P/S-0) pds./sem.:52

UNIT 1: Overview of Business Research Methods

[10 pds]

- (A) Introduction to Business Research: Meaning, Types and Essentials of a good Business Research
- (B) Role of Business Research in Decision Making
- (C) Business Research Process -

Unit 2: LITERATURE REVIEW AND RESEARCH DESIGN

[10 pds]

- (A) Literature Review- Meaning, Relevance and Essentials of good Literature Review.
- (B) Application of Literature Review in Identification of Research Problem and Hypothesis Formulation.
- (C) Business Research Design Meaning, Nature, Types, Significance and Criteria of a good Business Research Design

UNIT 3: SAMPLING TECHNIQUES AND DATA COLLECTION

[10 pds]

- (A) Meaning, Benefits and Limitations of Sampling
- (B) Sampling Process: An Overview and Determination of Sample Size,
- (C) Sampling Techniques in Business Research: Probability and Non Probability sampling.
- (D) Business Research Data: Meaning, Types and Collection of Primary Data Designing of Questionnaire and scaling.
- (E) Secondary Data: Meaning, Types, Sources, Precautions while using Secondary Data

UNIT 4: BUSINESS RESEARCH ANALYSIS

[14 pds]

- (A) Approaches to Business Research Analysis: Quantitative V/S Qualitative approach, Univariate , Bivariate and Multivariate Analysis
- (B) Hypothesis Testing- Parametric and Non Parametric Tests,
- (C) Introduction to Software Packages for Data Analysis

UNIT 5: RESEARCH REPORT

[8 pds]

- (A) Business Research Report: Meaning, Significance and Types, Basic Requirements of a good business report
- (B) Layout of Business Research Report
- (C) Normative of developing an Abstract of Business Research Report and Writing a Synopsis

SUGGESTED READINGS:

Agarwal, A.K., MODERN APPROACH TO LOGICAL REASONING, 2012, S. CHAND & CO., DELHI

Kerlinger, Fred, FOUNDATIONS OF BEHAVIOURAL RESEARCH, 1986, HARCOURT BRACE & CO., ORLANDO, FL

Kothari, C.R., RESEARCH METHODOLOGY: METHODS & TECHNIQUES, 2004, New Age International Publishers, N. Delhi

Jha, Sachidanand, GENERAL MENTAL ABILITY, LOGICAL REASONING & ANALYTICAL ABILITY, 2012, Kalinjar Publishers, N.Delhi

Bryman, Allan, SOCIAL RESEARCH METHODS, 2008, Oxford University Press, U.K.

Course Number: ABM903, Course Title: INTERNATIONAL MARKETING MANAGEMENT

Class: M.COM. Status of Course: MAJOR COURSE, Approved since session: 2017-18 Total Credits: 3, Periods (55 mts. each)/week: 3 (L-3+T-0+P/S-0), Min.pds./sem.:39

UNIT 1: INTERNATIONAL MARKETING: AN OVERVIEW

- (a) Meaning, Scope and significance of International marketing Management.
- (b) International Marketing V/S Domestic Marketing
- (c) EPRG Framework International Marketing Orientation
- (d) Why firms go aboard Reasons and Motivation

UNIT 2: ENVIRONMENT AND INTERNATIONAL MARKETING DECISIONS -

- (a) PEST Frame work
- (b) Ethics & Disputes in International Marketing Ethical Consideration in International Marketing, Nature of Disputes in internal marketing and their settlement machinery.

UNIT 3: INTERNATIONAL MARKETING RESEARCH - Assessing International Marketing Opportunities

- (a) Breadth & Scope of International Marketing Research And Process
- (b) International Marketing Information System
- (c) Estimation of Demand at International Market
- (d) Modes and Strategy for Entry in International Market Joint Venture, Strategic Alliances, Direct Investment, Manufacturing and Franchises

UNIT 4: International Marketing Decisions - Product Planning and Pricing Strategies

- (a) Product Planning and Policies -
 - (1) International Markets and Product Planning Market Segmentation, New Product Development and International Product Life Cycle.
 - (2) Global Quality Standards- Standardization vs. Product Adaptation, Management of international brands, International Provisions for Packaging and labeling
- (b) Pricing Strategies for International market -
 - (1) Pricing Objectives, Consideration of Non Pricing Factors,
 - (2) International Pricing Approaches- Full cost V/S Variable cost pricing, skimming V/S Penetration Pricing, Price Escalation, Dumping and Counter Trade as a Pricing tool

UNIT 5: International Distribution Channels and Promotional Decisions -

- (A) International Distribution and Logistic Planning
 - (1) Distribution Meaning and Importance, Direct and Indirect Channels, Factors Involved in Distribution Decisions,
 - (2) International Logistic Planning Insurance, Transportation and Documentation
- (B) International Promotional Strategies
 - (1) International Advt. Goals, Strategies Complexities and Media Planning & Management
 - (2) E Marketing

SUGGESTED READINGS:

Czinkota M.R: International Marketing, Dryden Press, Boston

Fayerweather, John: International Marketing, Prentice Hall, New Delhi

Jain, S.C: International Marketing, CBS Publications, New Delhi

Keegan, Warren J: Global Marketing Management, Prentice Hall, New Delhi

Onkvisit, Sak and John J Shaw: International Marketing Analysis and Strategy, Prentice Hall, New Delhi.

Paliwoda, S.J(E.D): International Marketing, Reader, Routledge, London

Paliwoda, Stanley J: The essence of International Marketing, Prentice Hall, New Delhi

Prof. S. P Kaushik, HOD- ABE