

NOTIFICATION**Sub: Amendment to Ordinance V****[E.C Resolution No. 14/ (14-1-9) dated 09.06.2023]**

Following addition be made to Appendix-II-A to the Ordinance V (2-A) of the Ordinances of the University;

Add the following:

Syllabi of Semester-IV, V and VI of the Department of Finance & Business Economics under Faculty of Applied Social Sciences & Humanities based on Under Graduate Curriculum Framework -2022 implemented from the Academic Year 2022-23.

SEMESTER -IV**B.A. (Honours) Business Economics****DISCIPLINE SPECIFIC CORE COURSE – 10 (DSC-10): MACROECONOMICS - II****CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Code	Title &	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
			Lecture	Tutorial	Practical/ Practice		
Macroeconomics-II (DSC 10)		4	3	1	0	Class 12	Mathematics at Class 12

Learning Objectives

This course aims at inculcating an understanding:

- (i) of macroeconomic outcomes arising from assumptions of individual behaviour
- (ii) of equilibrium under different assumptions on aggregate demand and supply.
- (iii) of the relation between wages, prices, unemployment under different models
- (iv) of an economy that trades with others and how it determines the balance of payments and different types of exchange rates.

Learning outcomes

By studying this course, the students will be able to:

- Understand basics of consumption function and different hypotheses regarding aggregate consumption behavior.
- Derive wage setting, price setting relations and labour market equilibrium.
- Derive aggregate demand and aggregate supply and economy's equilibrium conditions in medium run and understand the interaction between the two.
- Understand the relationship between inflation, unemployment and output and role of expectation on policy and their effectiveness.

SYLLABUS OF DSC-10

UNIT-I: Microeconomics foundation of Macroeconomics (9 hours)

Consumption: Keynesian consumption function; Fisher's theory of optimal intertemporal choice; life cycle and permanent income hypothesis; rational expectations and random walk of consumption expenditure, Investment: determinants of business fixed investment; residential investment and inventory investment

UNIT - II: Aggregate Demand and Aggregate Supply (6 hours)

Derivation of aggregate supply curve; Interaction of aggregate demand and supply to determine equilibrium output, price level and employment, The aggregate supply curve and the price adjustment mechanism.

UNIT - III: Labour markets, Employment and Prices (18 hours)

The labour market: - determination of wages, prices, unemployment, Natural rate of unemployment and NAIRU, stagflation, expected inflation. Philips curve, inflation-expectations augmented Phillips curve, the wage-unemployment relationship: Sticky wages; from Phillips curve to the aggregate supply curve; the costs of unemployment and inflation, inflation and indexation: inflation-proofing the economy; Theory of Expectations, Inflation, unemployment and expectations, Phillips curve and adaptive and rational expectations; Dynamics of Inflation and Unemployment: Inflation, expectation and the aggregate supply curve, short and long run aggregate supply curves, dynamic aggregate demand curve; Inflation and output, the adjustment process, dynamic adjustment, interest rate and inflation: the Fishers Equation.

UNIT - IV: Open Economy Macroeconomics (12 hours)

Balance of Payments, Kinds of exchange rate, Nominal and Real Exchange rate, fixed and flexible exchange rate, Marshall Lerner condition & J curve, Mundell Fleming model, Exchange rate determination: Purchasing power parity, asset market approach and monetary approach to Balance of Payments (BoP)

Essential/recommended readings

1. Dornbusch, R., Fischer, S. and Startz, R., 2014. Macroeconomics. 11th edition, New York, McGraw-Hill Education.
2. Dornbusch, R. and Fischer, S. (2000) Macroeconomics. 6th Edition. McGraw-Hill Education.
3. Blanchard, O. (2006). Macroeconomics, 4th ed. Pearson Education.
4. C.L.F. Attfield, D. Demery and N.W. Duck, (1991) Rational expectations in macroeconomics: An introduction to theory and evidence (2nd Ed.)

5. Carlin, W and D Soskice (2007), *Macroeconomics: Imperfections, Institutions and Policies*, Indian Edition, OUP.
6. David C. Colander (2017) *Macroeconomics* (9th edition), McGraw Hill

Suggested readings

1. Bradley R. Schiller and Karen Gebhardt (2019) *Macro economy Today* (14th edition), McGraw Hill
2. Richard T. Froyen (2013). *Macroeconomics: Theories and Policies* (10th ed.), Pearson.
3. Government of India (GOI) (Latest Year), *Economic Survey*, Ministry of Finance New Delhi.
4. Government of India (GOI) (Latest Year), *Handbook of Indian Economy*, RBI Publication New Delhi.
5. N. Gregory Mankiw, *Macroeconomics*, Worth Publishers.
6. Chugh, S. (2015) *Modern Macroeconomics*, MIT Press.
7. D'Souza, E, *Macroeconomics*, Pearson Education
8. D. N.Dwivedi (2015), *Macroeconomics- Theory and Policy*, McGraw-Hill.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

DISCIPLINE SPECIFIC CORE COURSE – 11 (DSC-11): Statistics for Business Economics-II

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Statistics for Business Economics - II (DSC 11)	4	3	0	1	Class 12	Mathematics at Class 12 level

Learning Objectives

This course aims to develop an understanding of:

- Theories of probability distribution.
- Sampling techniques and types of sampling.
- Methods of estimation
- Testing of Hypothesis.

Learning outcomes

By studying this course, the students will be able to:

- Understand the formulation of complex decision-making problems in an uncertain environment using different statistical techniques.

- Study various research designs and appropriate sampling techniques.
- Analyze and apply some basic stochastic processes for solving real life situations and to execute statistical analyses with professional software.
- Draw conclusion about the population using hypotheses testing.

SYLLABUS OF DSC-11

UNIT - I: Theoretical Probability Distributions (15 hours)

Discrete: Binomial and Poisson. Continuous: Normal. Mean and variance. Applications. Bivariate distributions: covariance and correlation.

UNIT - II: Sampling (9 hours)

Random sampling; sampling methods; statistics and their distributions; central limit theorem, distribution of linear combination of random variables.

UNIT - III: Estimation (12 hours)

Point estimators and properties. Methods of point estimation. Sampling distributions: t, chi square and F. Interval estimation for mean, proportion and variance.

UNIT - IV: Testing of Hypothesis (9 hours)

Null and alternative hypotheses. Types of errors. Testing for the population mean, proportion and variance. One and two tail tests. P-values. Testing for difference in means and proportions; comparing variances.

Practical component (30 hours) –Practicals to be based on spreadsheet software (Microsoft Excel or equivalent) to enable students to execute all the measures and tests taken up in the theory classes in the course.

Essential/recommended readings

1. Devore, Jay L., (2012). Probability and Statistics for Engineering and the sciences. 8th Edition, Cengage Learning.

Suggestive readings

1. Miller, Irwin and Marylees Miller. John E. Freund's Mathematical Statistics with Applications, Eighth Edition, Pearson Education.
2. Nagar, A.L., and R.K. Das. Basic Statistics, Second Edition, Oxford University Press
3. Gupta, S.C., Fundamentals of Mathematical Statistics, Himalaya Publishing House

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

DISCIPLINE SPECIFIC CORE COURSE – (DSC-12): MARKETING MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Essentials of Marketing Management (DSC 12)	4	3	1	0	Class 12	None

Learning Objectives

The course aims to develop an understanding of

- Firm's internal and external marketing environment.
- Segmentation and defining the target market for a selected product or service.
- Product decisions and use of pricing strategies.
- Relevance of distribution and promotional strategies in supporting marketing strategies.

Learning outcomes

By studying this course, students will be able to:

- Understand the business environment including the economic, social, political, legal, and technological forces.
- Develop key strategies for developing brands including brand equity, brand identity and brand and line extensions.
- Recognise different pricing strategies and understand issues related to distribution.
- Understand the elements of promotion- advertising, sales promotion, events, public relations and publicity, direct marketing, interactive marketing, word of mouth and public selling.

SYLLABUS OF DSC-12

UNIT - I: Introduction and Environment

(9hours)

Importance and Scope of Marketing; Core Marketing Concepts; Company Orientations. Marketing Environment, an Economic Perspective: Economic, Demographic, Socio- Cultural, Technological, Political and Legal. Influence of Current Economic Situation on Marketing Functions. Michael Porter's Model of Competitive Analysis

Unit 2: Segmentation, Targeting & Positioning

(9 hours)

Market Segmentation - Bases for Segmenting Consumer Market. Market Targeting- Evaluating and Selecting Market Segments. Positioning- Positioning Statement, POP and POD

Unit 3: Product & Pricing (12 hours)

Product Life Cycle- Concept and Strategic Implications; Product Mix and Line Decisions- Product Line Length, Modernisation, Line Pruning and Filling; Cannibalisation; BCG Matrix, ANSOFF Matrix; Branding- Brand Identity, Brand Equity, Brand Name Decisions. Services- Characteristics of Services. Pricing Strategies (Geographical Pricing, Price Discounts & Allowances, Promotional Pricing Tactics, Psychological Pricing, Price Discrimination)

Unit 4: Distribution & Promotion (15hours)

Channels Functions and Flows; Channel Levels. Retailing- Marketing Decisions in Retailing. Promotion: Promotion Mix; Concept Of Integrated Marketing Communication. Advertising- Advertising Objectives, Advertising Budget, Message Generation, Media (Types, Reach Frequency, Impact); Measurement; Sales Promotion (Objectives, Major Decisions in Sales Promotion, brand dilution); Personal Selling; Events and Experiences; Public Relations and Publicity; Direct Marketing; Interactive Marketing (Introduction to Online Marketing). Word Of Mouth and Word of Web.

Essential/recommended readings

1. Kotler, P. & Keller, K. L. Marketing Management. Pearson Publications.
2. Kotler P, Armstrong G., Agnihotri P.Y & UlHaq, E. Principles of Marketing - A South Asian Perspective. Pearson Publications.
3. Ramaswamy V.S, Namakumari S. Marketing Management: Global Perspective Indian Context. Macmillan Publishers.

Suggestive readings

1. Dawn Iacobucci. Marketing Management. Cengage Learning.
2. Etzel M. J, Walker B.J, Stanton W.J and Pandit A. Marketing. Tata McGraw Hill.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.