

DAU DAYAL INSTITUTE OF VOCATIONAL EDUCATION
DR. BHIMRAO AMBEDKAR UNIVERSITY, AGRA
(FORMERLY AGRA UNIVERSITY, AGRA)

Sharad Chandra Upadhyaya

Ph.D.

Director
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Khandari, Agra-282002, U.P., India



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Mobile No: 09368678089

To,
The Vice Chancellor
Dr. Bhimrao, Ambedkar University,
Agra.

Subject: Academic Committee meeting minutes of DDIVE, Agra.

Respected Sir,

It is to inform you that the meeting of Academic Committee of Dau Dayal Institute of Vocational Education, Khandari campus, Agra was held on 23rd May 2022. The committee proposed and approved the following new courses as per NEP 2020:

1. B.Com
2. M.Com (Accounts and Law, Applied Business Economics, Business Administration)
3. B.Voc. (Marketing Management and Information Technology)

The minutes of meeting, course structure, ordinances, syllabus of the above mentioned courses are enclosed herewith. Kindly direct the academic section to put up these courses in the scheduled Academic Council meeting.

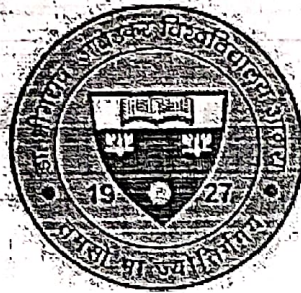
Thanking You with Regards,

Your's Sincerely

(Prof Sharad C. Upadhyaya)
Director-DDIVE

MINUTES
ACADEMIC COMMITTEE

23rd May-2022



Proposal of Courses:

B.Com.

M.Com.

(Accounts and Law, Applied Business Economics, Business Administration)

B.Voc.

(Marketing Management & Information Technology)

Dau Dayal Institute of Vocational Education
DR. BHIMRAO AMBEDKAR UNIVERSITY
AGRA-282 002

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DAU DAYAL INSTITUTE OF VOCATIONAL EDUCATION, AGRA - 282002
COURSE PROPOSAL
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**DauDayal Institute of Vocational Education
Dr. Bhimrao Ambedkar University, Khandari Campus, Agra.**

A meeting of the Academic Committee of Dau Dayal Institute of Vocational Education, Dr. Bhimrao Ambedkar University, Khandari Campus, Agra was held on 23 May, 2022 in the Institute. The following members were present:

- | | |
|------------------------------------------------------|-----------------|
| 1. Prof. V. K. Gangal, DEI, Agra. | External Expert |
| 2. Dr. P. N. Asthana, Retd, St. Johns College, Agra. | External Expert |
| 3. Dr. Sanjeev Sharma, St. Johns College, Agra. | Internal Expert |
| 4. Prof. Brajesh Rawat, SPCJI, Khandari. | Special Invitee |
| 5. Dr. Rachita Sharma, St. Johns College, Agra. | Special Invitee |
| 6. Dr. K.K. Pachauri, DDIVE, Khandari, Agra. | Member |
| 7. Dr. Praveen Kumar, DDIVE, Khandari, Agra. | Member |
| 8. Dr. Sanjeev Sharma, DDIVE, Khandari, Agra. | Member |
| 9. Dr. Kaushal Rana, DDIVE Khandari, Agra. | Member |
| 10. Prof. S.B. Sharma, DDIVE, Khandari, Agra. | Member |

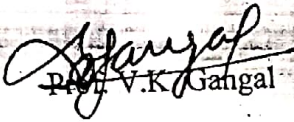
Director/Convener – Prof. Sharad C. Upadhyaya, Director, DDIVE, Khandari Agra

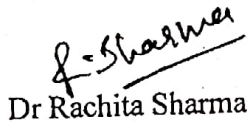
The committee resolved unanimously that:

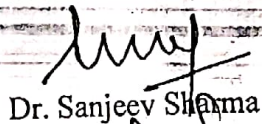
1. The minutes of the academic committee of Dau Dayal Institute of Vocational Education held on 23rd and 24th June 2020 have been confirmed.
2. The ordinances, course structure and syllabus for B.Com. course as already accepted by the University under NEP-2020 have been discussed & approved with minor modifications. This course will be run in the Faculty of Commerce. (Appendix I)
3. The ordinances, course structure and syllabus for M.Com. course have been discussed & approved as per Government order No. 401/70-3-2022 dated 9 Feb 2022. This course will be run in the Faculty of Commerce. (Appendix II)
4. The members of the Academic Committee were informed by the convener that the Faculty of Vocational Studies has been created by the State Government in NEP-2020 via letter no. 1267/70-3-2021-16 (26)/2011 dated 15 June 2021. The committee discussed and unanimously resolved that as per the Government order a new faculty namely Faculty of Vocational Studies must be created and adopted in the first statues of Dr. B. R. Ambedkar University, Agra and the UP state universities Act 1973. For this the proposal may be sent for the approval from competent bodies of the University. (Appendix III)

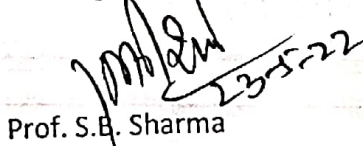
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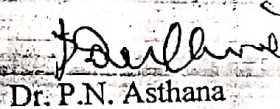
5. The ordinances, course structure and syllabus for B.Voc.(Marketing Management & Information Technology) course have been discussed and approved as per the guidelines of National Education Policy 2020. This course will be run under the newly created Faculty of Vocational Studies as per NEP-2020. (Appendix-IV)
6. The committee proposes that institute has its own insignia and website. The committee discussed and proposes the insignia for the Institute given in Appendix-V. The committee also discussed and proposes institute's own website and linked to main website of the University. (Appendix-VI)
7. In view of the courses proposed above to run effectively, the committee advised the tuition fees, examination fees, other fees etc, intake, infrastructure & faculty/staff requirement under SFS/regular scheme has been discussed & approved which may vary/change as per policy of the University subject to the approval of FC/EC. (Annexure VIII)


Dr. V.K. Gangal

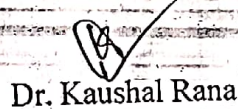

Dr Rachita Sharma

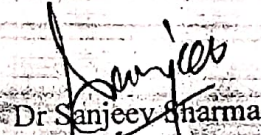

Dr. Sanjeev Sharma



Prof. S.B. Sharma
23-5-22

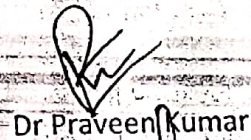

Dr. P.N. Asthana

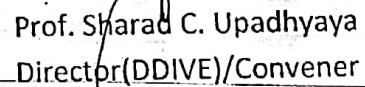

Prof. Brijesh Rawat


Dr. Kaushal Rana


Dr Sanjeev Sharma


Dr. K.K. Pachauri


Dr. Praveen Kumar


Prof. Sharad C. Upadhyaya
Director(DDIVE)/Convener

DR.BHIMRAO AMBEDKAR UNIVERSITY

AGRA (UTTAR PRADESH)



SYLLABUS

EXAMINATION PATTERN

RULES & REGULATION

For

MASTER OF COMMERCE (M.COM)

(APPLIED BUSINESS ECONOMICS)

as per

NATIONAL EDUCATIONAL POLICY-2020

Course Offered

MASTER OF COMMERCE (M.COM)

POST GRADUATE PROGRAM

Eligibility for Admission in M.Com. in Applied Business Economics

First Semester:

- The minimum qualification for admission in M.Com shall be three years Bachelor's degree in commerce including B.Com. Vocational (Three years) with at least 40% marks in aggregate or CGPA 4.0.
- The admission process shall be based on academic merit, written test and interview, as per decision of the university.

Attendance:

University rules regarding attendance will be adhered.

Assessment Pattern:

1. Each core or elective course in each semester shall be of 100 marks. Out of these marks, 25 marks (Internals) in each course shall be awarded on the basis of at least two periodical tests to be conducted by the teacher concerned during the semester At end of each semester there shall be a term examination of each course and the same shall carry 75 marks. The Research Project shall be of 100 marks at the end of each semester. The marks shall be awarded jointly by the internal and external examiners on the basis of research report, viva-voce and records.
2. (a) Internal & External examination and evaluation will be conducted according to norms and schedule laid down by NEP/University/Institute.
(b) A student must get 40% marks or 4.0 CGPA in each theory paper in internal and external exam separately. To pass the course the candidate must score 50% marks or 5.0 CGPA in aggregate.

Continuous or Internal or Mid Term Assessment:

Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)



Subject Prerequisites ::

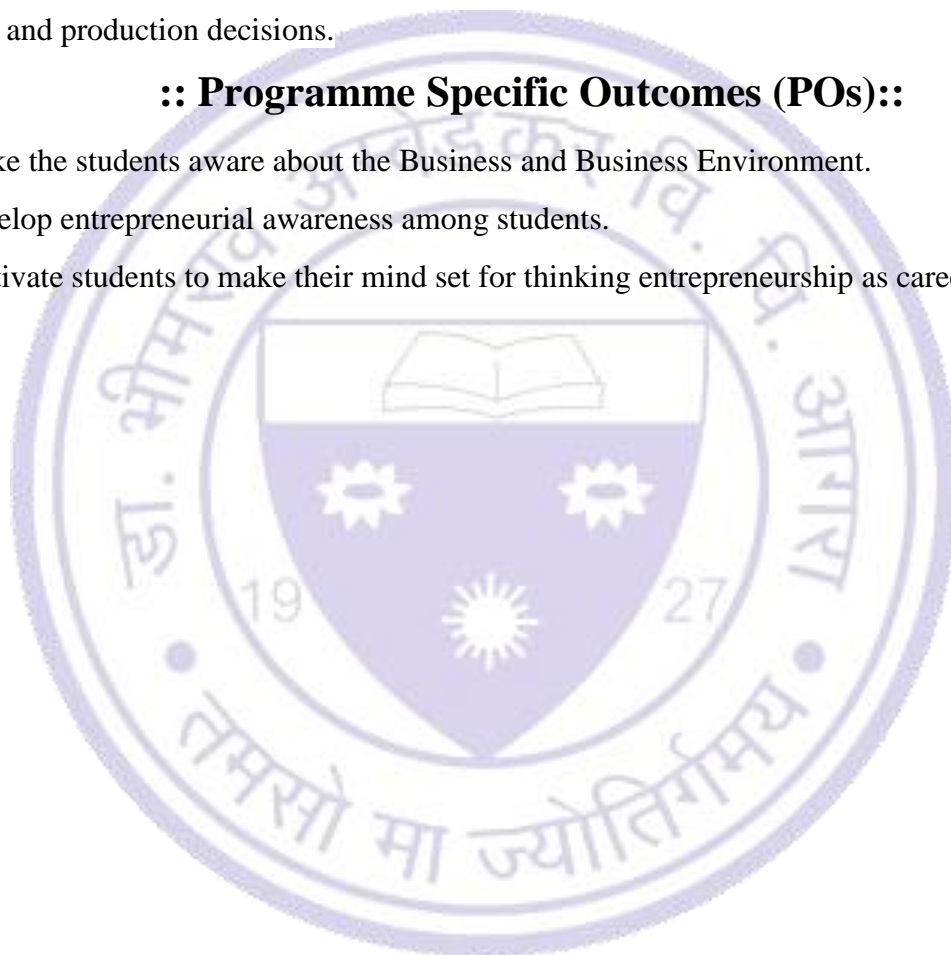
To study this subject a student had the subject(s) commerce stream in UG.

:: Programme Outcomes (POs) ::

- To help students make better decisions.
- To understand the implications of economic laws of supply and demand combined with past sales data and marketing research regarding their target market can help a business with pricing and production decisions.

:: Programme Specific Outcomes (POs)::

- To make the students aware about the Business and Business Environment.
- To develop entrepreneurial awareness among students.
- To motivate students to make their mind set for thinking entrepreneurship as career



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 101	Course Credit: 5
RESEARCH METHODS		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • Explain the concept of Research in business. • Grasp why nations are engaged in research and why their economic growth has accelerated. • Understanding the procedure and process of research business. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction to Research Introduction– Meaning & concept of research approach to Research: Inductive and deductive approach. Types of Research, significance of Research in business and management. Review of literature- Meaning, Importance and approaches. Ethical issue in research and Plagiarism.	15
II	Research Problem & Research Design Meaning and Process of formulation of the research problem. Research Design- Meaning and Need for Research Design, Features of Good Research	17

	Design, Types of Research Design: Exploratory/Formulative, Descriptive/Diagnostic. Formulation of Hypothesis- Meaning, types of hypothesis and features of good research hypothesis.	
III	<p>Data Collection & Sampling</p> <p>Types & Sources of Data: Primary & Secondary. Methods of Primary Data collection- Observation, Interview and Survey.</p> <p>Preparation of Questionnaire/Schedule- Meaning of the Questionnaire and guidelines for constructing Questionnaire. Sampling- Meaning, Methods of study and size of sample. Sampling Methods- Probability sampling: simple, random, systematic, stratified, cluster, area, multi stage, proportional, sequential sampling. Non Probability sampling: Convenience, Quota, Snowball, Judgement.</p>	18
IV	<p>Research Reporting and Modern Practices in Research</p> <p>Research Report writing: Importance, essentials, structure/layout, types. Reference and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style), MLA (Modern Language Association), Footnotes and Bibliography, Modern Practices: Ethical Norms in Research, Role of Information technology in Research.</p>	15
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • Research Methodology: C.R. Kothari. • Research Methodology: Sadhu & Singh • Text of Research Methodology: P.C. Tripathi. • Research Methods in Economics and Business: R. Ferber & Verdoom <p>Note- Latest edition of the text books should be used.</p>		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 102	Course Credit: 5
STATISTICAL ANALYSIS		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> The basic objective of this course is to develop a sense of computation amongst the students and this course shall be helpful in developing the knowledge of control tendency, symmetrical & asymmetrical distribution pattern, index number, probability and hypothesis testing etc. 		
Pedagogy: <ul style="list-style-type: none"> Classroom discussion on fundamentals of course and other related aspects. Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> Class Assignments (Subjective and Objective) Terminal Class Tests Surprise Quizzes and Viva-voce Attendance Term-End Examination 		
Unit	Contents	No. of Periods
I	Analysis of Variables and Attributes (a) Methods of finding missing data <u>Interpolation</u> and <u>Extrapolation</u> (b) <u>Regression-Regression</u> Equations and <u>Line of the best fit</u> , <u>Properties of Regression Coefficient</u> (c) Association of Attributes Introduction, Classification of data, Methods of Studying of Association, Coefficient of Association, Association of Two Attributes.	15
II	Time Series Analysis (a) Analysis of Time Series-Meaning, Components and Importance of Time Series Analysis (b) Methods of Time Series Analysis.	14

<p style="text-align: center;">III</p>	<p>Probability and Probability Distribution (a) Conditional and Joint Probability, Bay's Theorem - Introduction and Statistical Significance, (b) Distribution for Discrete Random Variable the Binomial Distribution, the Poisson distribution (c) Distribution for Continuous Random Variable- The Normal Distribution.</p>	<p style="text-align: center;">18</p>
<p style="text-align: center;">IV</p>	<p>Sampling and Test of Significance (a) Sampling- Nature, Sample Design, Sample Size, Probability and Non- Probability Sampling (b) Hypothesis: Meaning, Types and Formulation (c) Test of Significance- The Chi Square test, 'Z' test, 't' Test and 'F' test. Statistical Quality Control (a) Introduction (b) Control chart for Variables and Attributes.</p>	<p style="text-align: center;">18</p>
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • Bowley, AL: ELEMENTS OF STATISTICS • Croxton, FE & Cowden, DJ: APPLIED GENERAL STATISTICS • Elhance, DN: FUNDAMENTALS OF STATISTICS • Gupta, BN: STATISTICS • Gupta, SP: STATISTICAL METHODS • RP Hooda: ADVANCED STATISTICS • AL Nagar: MATHEMATICAL STATISTICS • STATISTICS FOR MANAGEMENT: G Arulmozhi, S Muthulakshmi; Tata McGraw Hill <p>Note- Latest edition of the text books should be used.</p>		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 103	Course Credit: 5
GLOBAL BUSINESS ENVIRONMENT		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • To give students understanding about the various constituents of global business environment. • To study the benefits and cost of globalization. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Global Business Environment Global Business: An overview– Types of Global Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment. Influence on Trade Investment Patterns; Recent World Trade Trends and Foreign Investment Trends; Balance of Payments Accounts and Macroeconomic Management.	15
II	Theories and Institutions: Trade and Investment - Government Influence on Trade Investment; Regional Blocks; International production;	17

	Internationalization of Service Firms. Operation Management in International Firms.	
III	World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Offshore Financial Centers; International Banks. Non- Banking Financial Service Firms; Stock Markets; Global Competitiveness.	18
IV	International Business Diplomacy: Negotiating an International Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach.	15

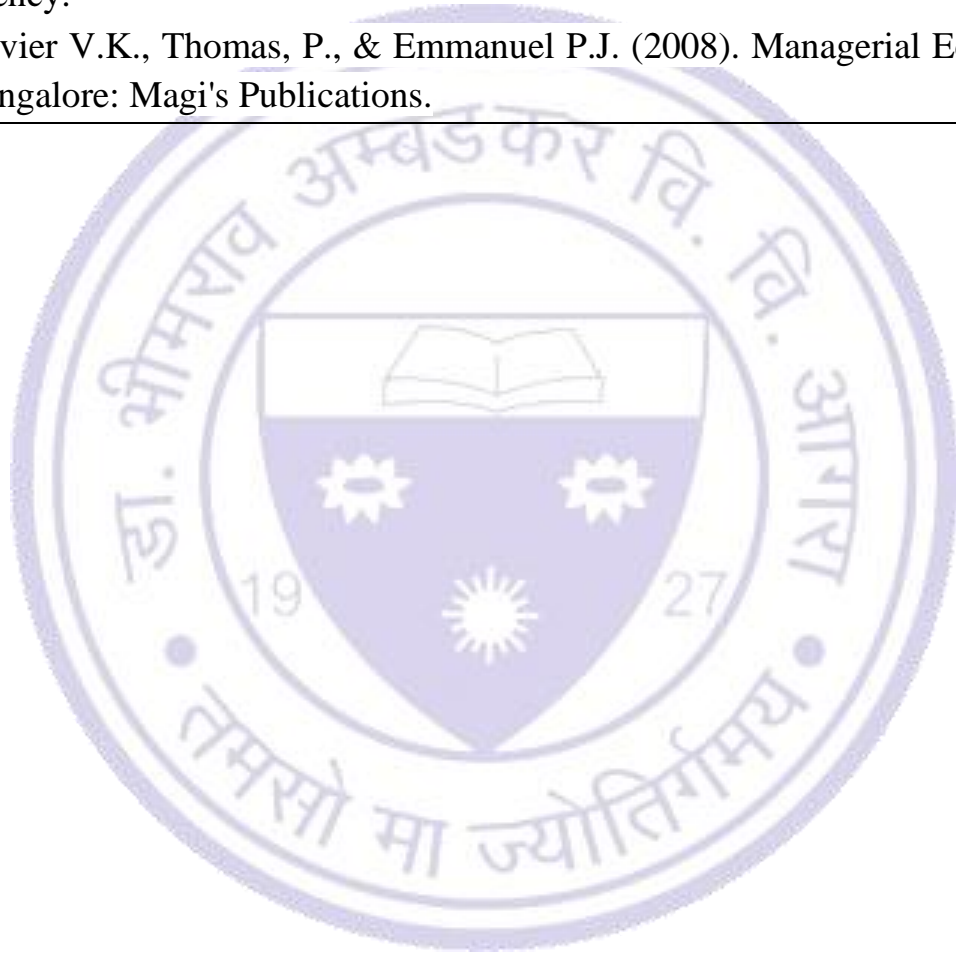
Suggested Books and Readings:

1. Alworth, Julian S. The Finance, Investment and Taxation Decisions Multinationals. London, Basil Blackwell, 1988.
2. Bhalla, VK and S. Shivaramu. International Business Environment and Business. New Delhi, Anmol, 1995.
3. Bhalla, VK. International Economy; Liberalisation Process. New Delhi, Anmol,
4. Daniel, John D and Radebanh, Lee H International Business. 5th ed., 1993 New York, Addison Wesley, 1989.
5. Eiteman, D K and Stopnehill, Al. Multinational Business Finance. New York, Addison Wesley, 1986.
6. Johnston, R B. The Economics of the Euromarket. History, Theory and Practice. New York, Macmillan, 1983.
7. Parks, Yoon and Zwick, Jack. International Banking in Theory and Practice. New York, Addison- Wesley, 1985.

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 104	Course Credit: 5
MANAGERIAL ECONOMICS		No. of Lectures: 65
<p>Course Objectives:</p> <ul style="list-style-type: none"> To provide a foundation to microeconomics by providing a deep understanding of the basic principles of microeconomics. The course also aims to explain the usage of important analytical tools of economics that will enable to understand business organizations and the dynamics of business. It also aims to impart the basic dynamics of the market through the analysis of the economics of consumption and production. 		
<p>Pedagogy:</p> <ul style="list-style-type: none"> Classroom discussion on fundamentals of course and other related aspects. Practical Sessions and Group discussion 		
<p>Evaluation Scheme:</p> <ul style="list-style-type: none"> Class Assignments (Subjective and Objective) Terminal Class Tests Surprise Quizzes and Viva-voce Attendance Term-End Examination 		
Unit	Contents	No. of Periods
I	<p>Introduction to Economics and Managerial Economics</p> <p>Introduction to Economics and Managerial Economics - Definition and characteristics - scarcity and economic problem - Economic approaches to economic problem - methodologies of economics- economic models- circular flow- production possibility curve- market equilibrium- economic concepts applied in business analysis</p>	15

<p style="text-align: center;">II</p>	<p>Goals of business firms and Demand Goals of business firms and Demand analysis - Profit maximization goal- Sales maximization goal Growth maximization goal- Managerial utility function- Satisfying behavior- Long run survival- Managerial utility function- Prevention of potential entry - Social responsibility goal, Individual and market demand determinants- types- law of demand-- demand distinctions- elasticity of demand-types-degrees - methods for measuring elasticity - demand forecasting – methods</p>	<p style="text-align: center;">17</p>
<p style="text-align: center;">III</p>	<p>Cost analysis Cost analysis cost concepts- cost-output relations- breakeven analysis and cost control Revenue and supply analysis-revenue curves- law of supply- elasticity of supply-factors affecting elasticity of supply</p>	<p style="text-align: center;">18</p>
<p style="text-align: center;">IV</p>	<p>Theory of production and Market structure Theory of production and Market structure - production function with one variable input- law of diminishing returns- production with two variable inputs- law of returns to scale- economies and diseconomies of scale of production. Perfect competition - monopoly- price discrimination- monopolistic competition- product differentiation oligopoly- cartels- price leadership price rigidity Market structure, output and Pricing policies and methods- factors involved in pricing policy- pricing methods- Special pricing strategies-cost+, Psychological, Marginal pricing etc.</p>	<p style="text-align: center;">15</p>
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • Baumol, W.J. (1982). Economic theory and Operational Analysis, New Delhi: Prentice-Hall. • Dean, J. (1976). Managerial Economics, Prentice-Hall. 		

- Koutsiannis, A. (1973). Modern Microeconomics. London: Macmillan.
- Stiglitz, J. (1998). Principles of Microeconomics (2nd edi). Norton Publishers.
- Peterson, H.C., & Lewis, W.C. (nd). Managerial Economics. New Delhi:Prentice-Hall of India. Dominique, S. (nd). Managerial Economics in a Globalised Economy. New York:Mc-graw-Hill.
- Watson, D.S., (1986). Price Theory and Uses. Calcutta: Scientific Book agency.
- Xavier V.K., Thomas, P., & Emmanuel P.J. (2008). Managerial Economics, Bangalore: Magi's Publications.



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 105	Course Credit: 4
INDUSTRIAL PROJECT-I		



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 106	Course Credit: 4
MINOR		



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 201	Course Credit: 5
MANAGEMENT CONCEPT AND APPLICATION		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • To enable students to have a basic perspective of Management Theories and Practices. • This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behavior. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction Management : Meaning, concept, Significance, Scope & Process, Principles of Management, Evolution of Management thoughts; Different levels of Management, Managerial Skills, Roles & Functions of managers. International Perspective Of Management: Contemporary issues in management, Total Quality Management (TQM), 5S system as given by Mc	15

	Kinsey.	
II	Planning & Decision Making Planning: Meaning and Importance, Planning Process, Types of Plans, Planning Vs Forecasting. Decision Making: Decision Process & Techniques, Making Effective Decision.	17
III	Organizing & Staffing Meaning of Organization, Types of Organization, Line and Staff Relationship, Delegation – Centralization and Decentralization of Authority, Meaning and concept of Staffing.	18
IV	Directing & Controlling Directing: Elements, Principles and Techniques; Essence of Co-Ordination. Control: Process and Techniques of Control, Management by Objectives (M.B.O).	15
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • Essentials of management Harold Koontz & Heinz Weihrich • The Practice of Management Drucker, Peter F. • Principles of Management Teray, George, R & Franklin.Sc. • Management Concepts & Strategies J.S. Chand • Principles & Practices of Management L.M. Prasad. • Management James F.Stoner • Principles of Management George R. Terry & S.G. Franklin, AITBS <p>Note- Latest edition of the text books should be used.</p>		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 202	Course Credit: 5
BUSINESS ETHICS		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • To understand the Business Ethics and to provide best practices of business ethics. • To learn the values and implement in their careers to become a good managers. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction to Business Ethics An understanding of ethics- Meaning of ethics & definition of business ethics, ethics vs. morality, ethics and business, types and sources of business ethics, ethics in context of globalization and sustainability.	15
II	Values, Norms, Beliefs and Standards Ethics Code, Managing ethics, Ethical Activities, Ethical Dilemmas, Whistle Blowing	17
III	Ethics at workplace Meaning, Importance, Role of individual morals and	18

	standards in defining workplace ethics. Factor influencing the behaviour, issues involved in HRD, working with opposite gender. Ethical issues of individual in workplace, Guidelines for managing ethics at the workplace.	
IV	Ethical Practices in Functional Areas of Business Ethical issues in Marketing & Advertising, Finance and Accounting– Tax evasion, preparation & transparency in financial statements. Ethical issues in HR– Compensation Programmes, workplace Harassment of employees.	15

Suggested Books and Readings:

- Chakraberthy, S.K., Management by Values.
- Marianne M. Fennings, cases in Business Ethics, Pubby Cengage Learning.
- Prof. (Col.) P.S. Bajaj, Dr. Raj. Agarwal, Business Ethics– An Indian Perspective, Pubby Biztantra.
- Geeta Rani and R. K. Mishra, Corporate Governance theory & practice, Published by Excel Books

Note- **Latest edition of the text books should be used.**

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 203	Course Credit: 5
INTERNATIONAL BUSINESS MANAGEMENT		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> To familiarize the students with the concepts and principles of international business and promote student's interests in a global marketplace by applying the same in various global scenarios. The course also aims to develop multicultural managers for employment mobility in international firms across borders. 		
Pedagogy:		
<ul style="list-style-type: none"> Classroom discussion on fundamentals of course and other related aspects. Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> Class Assignments (Subjective and Objective) Terminal Class Tests Surprise Quizzes and Viva-voce Attendance Term-End Examination 		
Unit	Contents	No. of Periods
I	<p>Introduction to International Business</p> <p>Evolution of international business, nature of international business, need & importance of International Business, stages of internationalization, (EPRG) approaches to international business. Tariff and non-tariff and barriers.</p> <p>Introduction to Political, Economic, Social-Cultural & technological environment of international business.</p> <p>Legal framework of International business.</p>	15

<p style="text-align: center;">II</p>	<p>Globalization and Modes of Entering International Business Meaning-Definition and Features-Globalization, - Advantages and Disadvantages, Socio-Cultural, Political & Legal and Economic Implications, Globalization and India. GATT and WTO. International business analysis- modes of entry-exporting (direct and indirect) licensing, franchising, Contract manufacturing, management contracts, turnkey projects, Joint ventures- Mergers and Acquisitions Foreign direct investment-Comparison of different modes of entry.</p>	<p style="text-align: center;">17</p>
<p style="text-align: center;">III</p>	<p>International Business– MNCs and RE Groups 1. The benefits and drawbacks economic integration 2. MNCs– Meaning, motives of operations in Developing Countries. 3. Integration in Europe, Americas, Asia, Middle East and Africa 4. EU, EFTA, LAFTA, NAFTA, ASEAN, SAARC, Brics.</p>	<p style="text-align: center;">16</p>
<p style="text-align: center;">IV</p>	<p>Business-Government Trade Relations Barriers to trade, motives for barriers. Protection of domestic jobs, preservation of national security, response to unfair trade practices, and gaining influence over other nations. Economic motives- protection of young (infant) industries. Protection of national identity. Subsidies, export financing, foreign trade zones, and special government agencies. Tariffs, quotas, embargoes, local content requirements, administrative delays, and currency controls.</p>	<p style="text-align: center;">17</p>
<p>Suggested Books & Reading:</p> <ul style="list-style-type: none"> • International Business Environments, Daniels Sullivan and Radenbaugh, Pearson’s Philip R. Cateora, John L. Graham- International Marketing- 		

Warren J. Keegan, Global Marketing Management, Prentice Hall of India Pvt. Ltd. New Delhi.

- Varma, S. (2013). International Business (1st Edition). Pearson
- Hill, C. (2011) International Business: Text & Cases. New Delhi: Mcgraw Hill
- Keegan, W. J. (2010). Global Marketing Management (9th ed.). New Delhi: Prentice Hall of India.



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 204	Course Credit: 5
INDIAN FINANCIAL MARKET		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • To introduce students to the world of financial services • To enrich student's understanding of the fundamental concepts and working of financial service institutions • To equip students with the knowledge and skills necessary to become employable in the financial service industry. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction Indian Financial System- Overview, Concept, Constituents, functions, types and importance; Financial Sector Reforms in India. RBI: Role and Functions, Recent Monetary & Fiscal Policies of India.	15
II	Financial Institutions Commercial Banks – functions & Objectives; Co-Operative Banks, RRBs, Specialized Institutions- IDBI, ICICI, IFCI, NABARD, SIDBI, State Level Institution NBFCs: Their Status, Types, Working and	17

	Strategy for Commercial Viability, Insurance and Mutual Fund Organization Their Types and Working.	
III	<p>Capital Market</p> <p>Primary Market- IPO; Secondary Market; Financial instruments in the financial market- Equity shares preference shares, debentures/bonds, Mutual Funds. BSE, NSE, OTCEI etc. Listing of shares, SENSEX, Nifty, and Fifty, on line trading dematting of shares, Securities Contract Regulation, SEBI and Its Role.</p>	18
IV	<p>Money Market</p> <p>(a) Money Market – Structure, functions, Advantages & Drawbacks; its role in the development of the economy. Instruments -MMMFs, TBs, call money market, commercial paper etc. DFHI – Structure, role & functions; Role of financial Institutions in the Money Market; Regulatory framework</p> <p>(b) Financial Market: Government Securities Market; Market for financial guarantees; Industrial Securities Market; Foreign Exchange Market - Meaning, Participants, Structure, Functions.</p>	15
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • Financial System: Bharati V, Patnaik • Financial Institution & Markets: L.M.Bhole • The Financial System in India: Subhash Chandra Das 		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 205	Course Credit: 5
FOREIGN EXCHANGE & CONTROL IN INDIA		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • The objective of the course is to explain to the student the role of foreign exchange, the effects of exchange fluctuations, and exchange control regulation on foreign trade. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction Foreign Exchange 1. Meaning and Role of Foreign Exchange, Foreign Exchange Markets, 2. Fluctuations in Foreign Exchange rates Foreign exchange transactions - and rate mechanism - Exchange rate policy 3. Convertibility of the rupee in India - Foreign Exchange markets in India.	13
II	Determination of Exchange Rate 1. Determination of Exchange Rate - Concept and Objectives	15

	<p>2. Exchange Rate Determination Theories-Mint Parity Theory, Purchasing Power Parity Theory, and Balance of Payments Theory.</p> <p>3. Tariffs and Non-Tariff Barriers. Free Trade and Protection.</p>	
III	<p>Exchange Risk Management</p> <p>1. Risk identification - Types of risk - Risk vs. exposure - Measurement of risk - Mark to market - Management of risk - Risk limits and value at risk</p> <p>2. Corporate Hedging strategies - Selective hedging - Splitting legs – cross currency covers - short term covers for long term exposures - Third currency covers - Forward contracts vs. options - Managing risk on long term loans.</p>	17
IV	<p>Currency Forwards and futures</p> <p>1. Hedging currency risk - A comparison of futures and forwards - Options - Call Options, Put Options</p> <p>2. Writing Options - Swaps - Hedging Interest rate risk - Use of swaps to reduce interest cost - Currency swaps.</p> <p>3. Meaning and effects of devaluation; Devaluation vs. Quantitative restriction; Devaluation of rupee in recent times and its impact on foreign trade.</p> <p>Exchange Control and Foreign Trade</p> <p>1. FEMA Guideline for Residents & NRI, FEMA Guidelines for Exporters and Importers</p> <p>2. Financial Institutions and Export Trade Financial Assistance provided by banks, Exim Bank.</p>	20
<p>Suggested Books and Readings:</p> <p>1. International Financial Management - P.G. Apte</p> <p>2. Foreign Exchange - C. Jeevanandam</p> <p>3. Foreign Trade Management - Dr. Varma & Agarwal</p> <p>4. Foreign Trade - T.K. Velayudhan.</p>		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 206	Course Credit: 4
INDUSTRIAL PROJECT- 2		



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 301	Course Credit: 5
PROJECT PLANNING & CONTROL		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • Understanding the concept of planning, monitoring and controlling projects; scope, time and cost • Monitor and control project progress – manage changes and deviations • Establishing project status and calculating forecasts based on the Earned Value technique • Use best practice examples to significantly improve project outcomes. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Identification of Investment Opportunities Project Ideas; Screening of Ideas, Environment Scanning and Opportunity Analysis; Government Regulatory Framework. Market and Demand Analysis: Information Required for Market and Demand Analysis. Sources of Information-Primary and Secondary; Demand Forecasting; Materials and Inputs; Production	15

	Technology.	
II	Cost of Project and Means of Financing Major Cost Components; Means of Financing; Planning Capital Structure. Various Financing Schemes of Financial Institutions.	17
III	Profitability, Financial Projections and Tax Consideration Cost of Production; Break Even Analysis; Projected Balance Sheet; Profit and Loss Account and Cash Flow Statement; Provisions and Consideration for Computing Taxable Income.	18
IV	Appraisal Criteria and Appraisal Process Methods of Appraisal under Certainty and Risk and Uncertainty; Investment Appraisal in Practices; Process followed by Financial Institutions; Project Appraisal Techniques.	15
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • Project planning & Control: Dr. N. K. Jain • Project Planning & Control: Dr. Kundan Singh • Project planning Appraisal & Control: Dr. Sanjeev Bansal, Dr. Ritu Wadhwa • Fundamental of Project management: Heagney Joseph. • Project management, planning & control Technique: Rory Burkey. <p>Note- Latest edition of the text books should be used.</p>		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 302	Course Credit: 5
ENTREPRENEURSHIP IN INDIA		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • To understand the concept of entrepreneurship and skill sets of an entrepreneur. • To examine historical and theoretical perspective of entrepreneurship. • To enable recognition and shaping of various opportunities for new venture. • To develop a credible business plan for real life situations. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	The Entrepreneur Entrepreneur – Definition, Concept, Characteristics, Classification, Entrepreneurial Functions, Entrepreneurship- Concept, Entrepreneurship Development – Approches, Various Issues in EDPs, Entrepreneurship Training : Need & Importance, Methods.	15
II	Institutional Arrangement Institutional support in entrepreneuship : Central Government institutions NBARD,SIDO,NSIC, State	17

	Government institution SFC,SSIDC,KVIC, Non-Government Institutions ICSI,LUB Role of Central & State Government in promoting entrepreneurship, Various incentives, subsidies, Role of various agencies in entrepreneurial development – EDII, NIESBUD.	
III	Developing Entrepreneurship Idea Generation – sources & approaches, Project Identification and formulation ,Feasibility analysis., Opportunities Scanning , Choice of Enterprise, Choice of Technology and Selection of location,.Project Report preparation ,	18
IV	Trends in Entrepreneurship Women Entrepreneurship - SWOT ANALYSIS of Women entrepreneurship in India, Rural Entrepreneurship – Need & Importance, Role of Government & NGOs. Social Entrepreneurship – Characteristics, Social Enterprises in India.	15
Suggested Books and Readings: <ul style="list-style-type: none"> • Organization and Management of small scale Industries: V. Desai • management of small scale industry: V. Desai • Entrepreneurship and venture management: C.M. Bamuback, J.R. Maneudo • Entrepreneurship Management: C.B. Gupta • Entrepreneurship Management: Holt 		
Note- Latest edition of the text books should be used.		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 303	Course Credit: 5
FOREIGN TRADE LEGISLATION IN INDIA		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • To acquaint the students with key concepts in Legislation and Taxation of Foreign Trade. • To equip the students to deal with necessary issues of Taxation process applicable in the Foreign Trade. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Foreign Trade (Development and Regulation) Act 1992 1. Objectives and Salient features of FTDR Act 1992 2. Foreign Trade Policy- Purpose and Salient features of Latest policy 3. Safeguard Measures in Case of increased imports and Litigation under FTDR Act.	15
II	Elements of Indirect Tax: Indian Customs Act, 1962 and amendments (Basics & Valuation) 1. Basics concept custom, custom tariff & types of	15

	<p>customs duties, and Valuation Rules of Import / Export.</p> <p>2. Exemption, Remission & Demand of Duty.</p>	
III	<p>Provisions and amendments of Custom Act regarding</p> <p>1. Importation & Exportation., Duty Drawback Rules.</p> <p>2. EQU & SEZ.</p> <p>3. Warehousing Baggage, Courier & Post. Export Incentives.</p>	16
IV	<p>Goods & Service Tax related to Foreign Trade</p> <p>1. Concept of Service Tax, Valuation of output services.</p> <p>2. Provision related to Export & Import of Services.</p> <p>3. Reverse charge method.</p> <p>Element of Direct Taxes</p> <p>1. Basics of Income Tax Act, 1961.</p> <p>2. Incidence of Tax, Corporate Tax Rate, Taxation of companies, Double Tax Avoidance Agreement</p> <p>3. Advance Ruling. Transfer Pricing.</p>	19
<p>Suggested Books and Readings:</p> <p>1. Direct Taxes - Law & Practice - Vinod Singhania.</p> <p>2. Indirect Taxes - Bangar & Bangar</p> <p>3. Indirect Taxes - VS Datey</p>		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 304	Course Credit: 5
MULTINATIONAL FINANCIAL MANAGEMENT		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • To acquaint the students with key concepts in the area of multinational financial management. • To equip them necessary skills in the applied and functional areas of multinational financial management, and • To develop competencies of students to manage risk and uncertainty in the competitive and challenging international business environments. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction a) Multinational Corporations: Meaning and Characteristics and Management b) Multinational Financial Management: Nature and Scope c) International Financial Environment	15
II	Financing the Multinational Corporation a) Sources of Finance for Multinational	16

	<p>Corporations</p> <p>b) Interest Rate Derivatives and SWAPS</p> <p>c) Cost of Capital of Multinational Corporations</p>	
III	<p>Investment Management by Multinational Corporations</p> <p>a) Capital Investment Appraisal Meaning and Methods</p> <p>b) Working Capital: Concept and Sources for Multinational Corporations</p> <p>c) Management of Cash, Stock, and Accounts Receivable Multinational Corporations</p>	16
IV	<p>Transfer Pricing and Divisional Performance</p> <p>a) Transfer Pricing: Meaning and Determinants</p> <p>b) Methods of Transfer Pricing: Low Mark-up and High Mark-up Policy</p> <p>c) Methods for Establishing an Arm's Length Pricing</p>	18
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • Apte PG, International Finance, Tata McGraw Hill Publication • Avadhani VA, International Financial Management, Himalaya Publishing House • Bhalla VK, International Financial Management, S Chand & Company Pvt. Limited • Buckley Adrian, Multinational Finance, Prentice Hall of India • Jain PK, Peyrard J, and Yadav SS, International Financial Management, Macmillan India Limited • Madura Jeff, International Financial Management, South-Western College Publishing • Shapiro C Allen, Foundations of Multinational Financial Management, Wiley India Pvt. Limited • Siddaiah T, International Financial Management, Pearson Education • Vij Madhu, Multinational Financial Management, Anmol Publications 		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 305	Course Credit: 5
BANKING REFORMS & REGULATION IN INDIA		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • This course is designed to acquaint the students with the conceptual and operational parameters of banking reforms & regulation in India. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Indian Banking - History and Development (a) Indian Banking Structure, Origin, Evolution of Banking Institutions, Types and functions of banks, (b) RBI; Constitution, Management and Functions, Banking Regulation Act, 1949, (c) Banking companies in India, State Bank of India, UTI, IDBI, RRBS', Local banks, (d) Non-Banking Financial Company (NBFC), BASEL Norms	15
II	Banking Services - Loan Management (a) Employment of funds, Lending policies, Loans and Advances, Guarantees, Advances secured by Collateral securities, (b) Agency Services, (c) Financing of	16

	Exports Special Banking Services, Advances to Priority Sectors and Credit Guarantee schemes, (d) Legal issues in short term and long term finance, Money laundering, SARFAESI Act 2002	
III	<p>Financial Sector Reforms</p> <p>Narasimham committee's on financial sector reforms 1991 & 1998, Recommendations</p> <p>BASCL- Basal 1, 2 and 3 norms, NPAs and Provisioning requirements, capital adequacy Norms, Report of working Group 1999 (Verma Committee), Problem of Recovery, Debt Recovery Tribunals (DRTs), Securitization of Assets Reconstruction Corporations (ARCs)</p>	16
IV	<p>Management of Financial Services of Banks</p> <p>Diversification in Banking functions, Housing Finance, Mutual Funds- Insurance Business- Bancassurance- Investment in commodity exchange- New technology in Banking- Computerization of Banks- E-Services - Debit and Credit cards- Internet Banking ATM- EFT-MICR-RTGS-NEFT-DEMAT Accounts, Mobile Banking and insolvency and bankruptcy code.</p>	18

Suggested Books and Readings:

1. K.C. Shekhar and Lekshmy Shekhar K (2005): Banking Theory and Practice, Vikas Publishing House Pvt. Ltd., New Delhi.
2. H.R. Machiraju (2001), Modern Commercial Banking, Vikas Publishing House
3. H.R. Machiraju (2002), Indian financial System, Vikas Publishing House Pvt. Ltd., New Delhi. System, Pearson Education.
4. Bharath V Pathak (2003), Indian Financial System, Pearson Education
5. M. Y. Khan: Financial Services, Tata McGraw Hill.
6. Report of the committee on Financial Sector Reforms 1998.
7. Report of the committee on Banking Sector Reforms 1998.

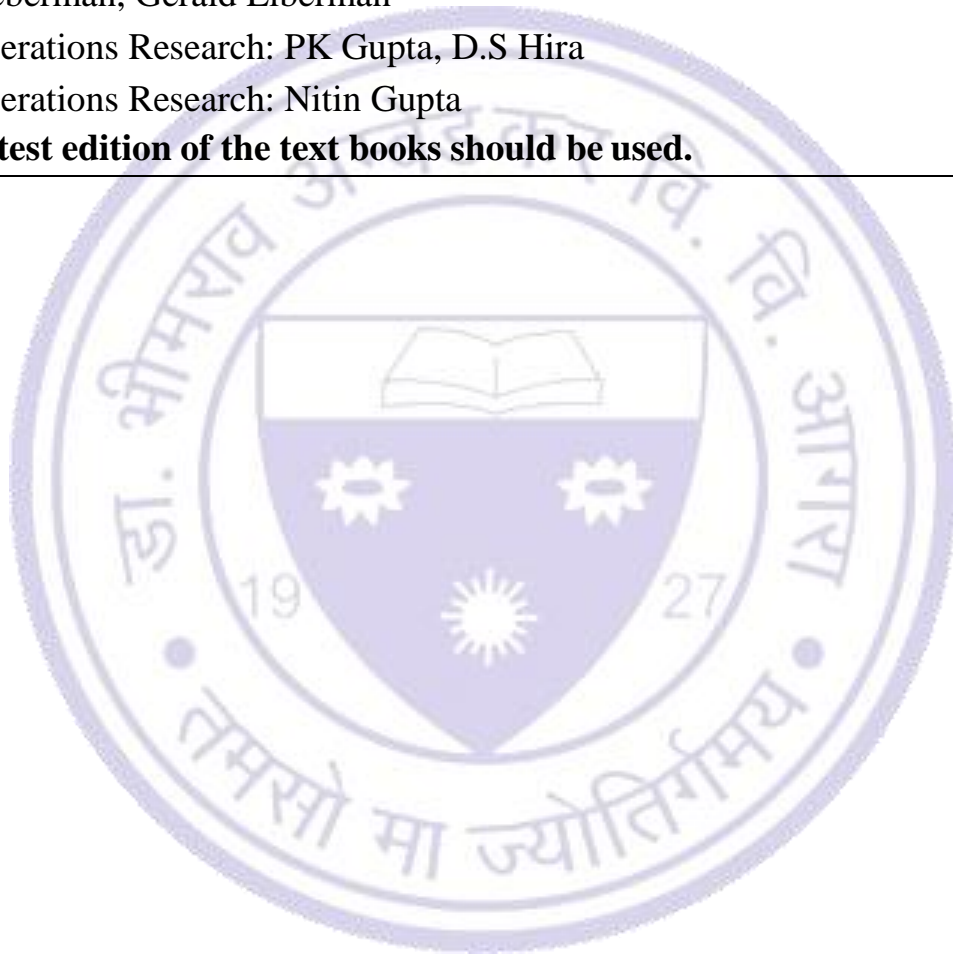
Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 306	Course Credit: 5
OPERATION RESEARCH & QT		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • This module aims to introduce students to use quantitative methods and techniques for effective decisions–making; model formulation and applications that are used in solving business decision problems. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Unit-I: Introduction Meaning, Scope and Advantage of Quantitative Techniques; Techniques and limitation of Quantitative Techniques.	15
II	Linear Program Meaning of LPP. Graphic and Simplex Method– Advantage and limitations; Transportation problems– Introduction, Assumptions, maximization objectives and multiple optional solutions.	17
III	Operation Research– An Introduction Significance of operation research in Managerial Decision Making	18

IV	Inventory Management Types of inventory, Inventory costs, EOQ model, Determination of optimal, Safety stock.	15
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Suggested Books and Readings:

- Introduction to Operations Research: Frederick Hillier
- Operations Research: Concepts, Problems and Solutions: V.K. Kapoor
- Introduction to Operations Research: Frederick S. Hillier, Gerald J. Lieberman, Gerald Liberman
- Operations Research: PK Gupta, D.S Hira
- Operations Research: Nitin Gupta

Note- **Latest edition of the text books should be used.**



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 307	Course Credit: 4
RESEARCH PROJECT-1		



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 401	Course Credit: 5
SECURITY ANALYSIS & PORT FOLIO MANAGEMENT		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • The basic objective of this course is to provide a student with a sound knowledge of the concept and theories of security analysis and portfolio management. • The student will devote himself whole heartedly for the implementation of these concepts in the best possible manner for the overall growth of the organization. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction Security Analysis: Concept and importance. Financial Security: Concept, types, suitability, Investment Decisions: Concept, Types, and Process, Security Market: Meaning, Instruments, Legal framework. Investment risk: Meaning, Type and models.	15
II	Valuation of Securities	15

	Security Valuation: Needs and importance. Valuation of Equity Share, Bonds, Preference shares, Right shares, warrants, Convertible Claims Efficient market theory: Concept and Importance	
III	Investment Analysis Investment analysis : Concept and Importance . Fundamental analysis: Economy Industry Company Analysis. Equity Research : Concept , Methods and Importance. Technical Analysis: Concept, Importance and Tools, DOW Theory, Chartists Method, Charts and trend lines, ELLIOT WAVE Theory.	15
IV	Portfolio Management Portfolio Management: Meaning Concept, Importance, Features, Principals. Portfolio Management Theories: Capital market theory, CAPM Model, Markowitz Model, Modern portfolio Theory. Portfolio analysis, Selection and Management of portfolios, Portfolio Revision. Management of Managed Portfolios Managed portfolios: Meaning, Concept, Importance and Functioning. Present status in Financial Market. Methods of performance Appraisal of investment companies and mutual funds. Mutual Funds; Concept, Objectives, Types and Importance. Problems and prospects of mutual fund market in India.	20

Suggested Books and Readings:

- | | |
|----------------------------------------------|-----------------|
| • Security analysis and Portfolio Management | V.K. Bhalla |
| • Security analysis and Portfolio Management | V.K. Aadhani |
| • Portfolio Management | Barua & Verma |
| • Security and Portfolio Management | P. Pandain |
| • Security & Portfolio Management | Fisher & Jorden |

Note- **Latest edition of the text books should be used.**

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 402	Course Credit: 5
GST THEORY & PRACTICE		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • To acquaint the students with basic principles underlying the provisions of indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices. • To give an understanding of the relevant provisions of Goods & Service Tax. • Expose the participants to real life situations involving taxation and to equip them with techniques for taking tax-sensitive decisions. • Students will learn to define various aspect of indirect taxes (GST) like, Registration, Concept of Supply etc. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Overview of Goods and Service Tax Introduction and Meaning of GST and IGST, Scope of GST, Old Indirect Tax structure vs GST, taxes to subsumed under GST, Dual GST, Benefits of GST, GST council, GST Network (GSTN) and GST regime. Integrated Goods and Service Tax Act, 2017,	15

	title and definitions, administration.	
II	Registration under GST Rules and Procedure of registration, Place of supply, special provisions relating to casual taxable person and non-resident taxable person, Amendment of registration, cancellation of registration, Revocation of cancellation of registration.	17
III	Collection of Tax under Integrated GST Tax Act 2017 Section 5 and Section 6	18
IV	Place of supply of GST and Payment of GST Section 10 and Section 12 related to place of supply. Payment of GST– Introduction, Time of GST payment, How to make payment, Challan generation & CPIN, TDS & TCS	15
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • GST & Customs Law: K.M. Bansal • Goods and Services Tax: Law and Practice: Milind Kumar • Gst & Customs Law: Niti Bhasin Sameer Lama • Gst Manual: CA. G. Sekar • Students' Guide to GST - Goods and Services Tax: S.K. MISHRA <p>Note- Latest edition of the text books should be used.</p>		

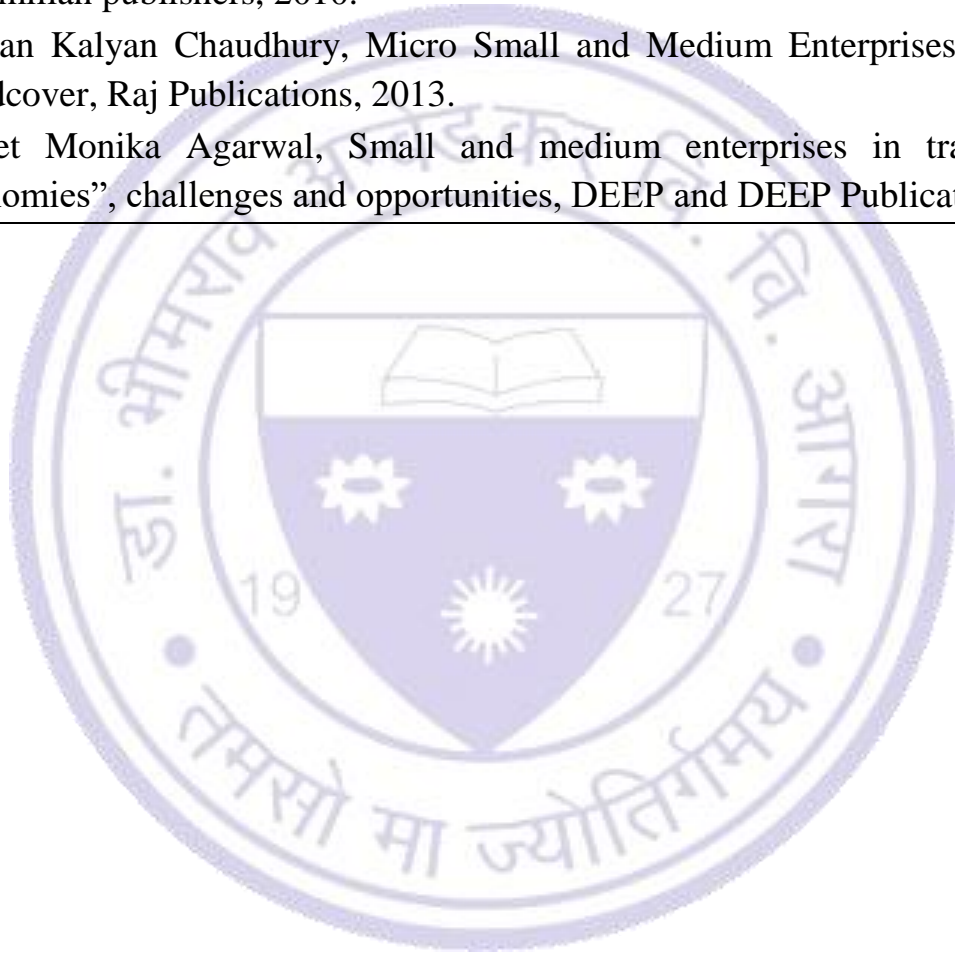
Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 403	Course Credit: 5
MANAGEMENT FOR MSME		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • Explain basic concepts of SME and challenges of MSMEs. • Outline the opportunities to Set-Up SSI/SME Units and role of rural & women entrepreneurship. • Illustrate roles of various institutions supporting MSMEs. • Management of MSME, NPA & sickness units. • Evaluate role of Government in Promoting Entrepreneurship 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction for Small and Medium Entrepreneurship (SME): Concept & Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs. Issues and challenges of MSMEs	15
II	Setting of SMEs': Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise -	14

	Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship.	
III	Institutions supporting MSMEs: –Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions, Central level institutions, State level institutions, Other agencies, Commercial Bank – Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus.	16
IV	Management of MSME: Management of Product Line; Communication with clients – Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies — Evaluating entrepreneurial performance Role of Government in promoting Entrepreneurship: MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)-objectives. Government Schemes from MSME Subsidies Support on ISO Certification & skills upgradation- Special Benefits of imports and exports-state government support on Industrial	20

	Infrastructure-GST and its exemptions.	
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Suggested Books and Readings:

- Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2003.
- Poornima M Charanthimath, Entrepreneurship Development Small Business Enterprises, Pearson, 2006.
- Paul Burns & Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.
- Suman Kalyan Chaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2013.
- Aneet Monika Agarwal, Small and medium enterprises in transitional economies”, challenges and opportunities, DEEP and DEEP Publications.



Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 404	Course Credit: 5
E-BUSINESS		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • The subject will help the students to develop skills to manage businesses in the digital world. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction E-Business- Overview and Development of E-business, Advantages and disadvantages, Reasons for going online, Limitations, Models & types. E-Business Categories – E-Accounting, E-Banking, E-Engineering, E-Learning, E-Marketing, E-Supply, E-Trading. Role of Merchandising	15
II	Business Development Strategies Designing, Developing & Deployment of the System – Identification & Development of Business Plan Web-Server – Concept, Meanings of server, Server Architecture, Softwares for Web-Servers; E-Mail Technologies – Benefits, Drawbacks, Spam-its	15

	solution;	
III	<p>Logistics Logistics & Support Activities – Purchasing- Direct Vs Indirect, Logistics, Support, E-Government, Network Models; EDI- Emergence, operations, Value added Network, EDI Payments; Electronic market places & Portals; Virtual Communities</p>	15
IV	<p>Revenue System E-Business Revenues Models; Strategic Issues- Channel Conflict, Cannibalization, Strategic Alliances Payment Cards – Advantages & Disadvantages; Electronic Cash; Micropayments; Holding Electronic Cash – Online & Offline, advantages, disadvantages. Electronic Cash System – Electronic Wallets- Stored Value Cards, Magnetic Cards, Smart Cards, Mobile Banking Phishing & Identity Theft</p> <p>Emerging Issues Emerging Issues – BPR, E-Governance, Digital Commerce, M-Commerce :Identifying benefits & Objectives; Linking Objectives to business strategies; Funding Online Start-ups, Outsourcing Review of cases – AMAZON,FLIPKART, MYNTRA</p>	20
<p>Suggested Books and Readings:</p> <ul style="list-style-type: none"> • E-Business; Gary P.Schneider; Cengage • Learning E-Business and E-commerce Management; Dave chaffey • Electronic Business; Geoffrey Sampson • E-commerce- An Indian Perspective; P.T. Joseph <p>Note- Latest edition of the text books should be used.</p>		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 405	Course Credit: 5
EXPORT- IMPORT FINANCING IN INDIA		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • To enable students to understand the increasingly complex world of trade and provide appropriate service. • To train them to learn the procedure detailing the movement of payment and credit through banks and other channels, and • To acquaint students with new and integrated approaches to trade finance. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction International Payments: Meaning and Methods 1. Trade Risk Assessment: Country, Currency, Credit, Counter-party, and Legal Risk 2. Trade Finance Alternatives	15
II	Finance of Export-Import Modes of Import Finance, Letter of Credit: Meaning, Mechanism, and Role in import Finance Modes of Export Financings, Export Credit: Pre-	15

	shipment and Post-shipment Credit	
III	Regulatory and Policy Framework Governing Trade Finance 1. Provisions of Negotiable Instruments Act and Foreign Exchange Management Act, 2. EXIM Policy and RBI Guidelines, 3. FEDAI Guidelines	18
IV	Special Schemes of Trade Finance 1. A Institution of set up for Export-Import Financing <ul style="list-style-type: none"> • EXIM Bank, • ECGC 2. Financing Methods for import of Capital goods 3. Financing Deemed Exports and Export Finance in Foreign Currency	17
Suggested Books and Readings: <ul style="list-style-type: none"> • Avadhani VA, International Finance Theory and Practice, Himalaya Publishing House • Bhalla VK, International Financial Management, S Chand & Company Pvt. Limited • Eric Bishop, Finance of International Trade, Butterworth-Heinemann • Grath Anders, The Handbook of International Trade and Finance, Kogan Page Limited • Jane Kingman Brundage, The Fundamentals of Trade Finance, John Wiley & Sons • Kwai Wing Luk, International Trade Finance: A Practical Guide, City University of Hong Kong Press • Thiyagu R and Chandrasekar I, International Trade Finance, Thakur Publication Pvt. Limited 		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 406	Course Credit: 5
INSURANCE RISK MANAGEMENT		No. of Lectures: 65
Course Objectives: <ul style="list-style-type: none"> • Evaluate the growth and Development of Insurance Business. • Understand the working and functioning of the Insurance Sector. • Study the inter-relationship between Insurance & Risk Management. • Analyze the Role of Insurance Business Intermediaries. • Obtain an overview of Regulatory Framework of Insurance Sector. 		
Pedagogy: <ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme: <ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Insurance and Risk Risk Management– Process, objectives, risk relation and risk transfer, corporate risk management Insurance– Meaning, Insurable Risk, Types, benefits, Government & Controlling Authorities: IRDA Framework. Essential of Insurance Contract, Principles, Classification of Insurance (Fire, Marine, Auto, Health)	15

	Risk– Meaning of Risk and Uncertainty, loss, perils, hazards, Types of Risks.	
II	Underwriting Philosophy of underwriting, kinds of underwriting, requisites of good underwriting, underwriting of life insurance, underwriting of non-life insurance, Pricing and premium setting.	17
III	Financial Aspects & Claim Management of Insurance Companies Financial objective of an Insurance company, responsibilities of Insurance manager, Claim settlement in general Insurance, general guidelines for settlement of claims, Reinsurance– Hedging, Role of Re-insurers, Techniques of reinsurance, issues and challenges of Indian reinsurance.	18
IV	Insurance Regulations in India Insurance Act 1938– Summary provisions of Insurance Act, 1938, Insurance Regulatory and Development Authority (IRDA)– Introduction, Purpose, Duties, Powers and Functions of IRDA– Operations of IRDA– Insurance policy holders protection under IRDA– Exposure/Prudential norms. Summary Provisions of related Acts– Consumers Protection Act and Transfer of Property Act.	15

Suggested Books and Readings:

- Risk Management and Insurance: Scott Harrington, Gregory Niehaus
- Insurance Law and Practice: Madhu Tyagi, C.L. Tyagi
- India Insurance Guide: Dr.L. P. GUPTA
- The Fundamentals of Insurance: Theories, Principles and Practices: Hargovind Dayal

Note- **Latest edition of the text books should be used.**

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Elective	Course Number ABE 407	Course Credit: 5
DISASTER MANAGEMENT		No. of Lectures: 65
Course Objectives:		
<ul style="list-style-type: none"> • The purpose of this course is to provide an understanding of basic concepts of various disasters and its management. In addition, the course will enable them to understand the usage of information system and disaster management. 		
Pedagogy:		
<ul style="list-style-type: none"> • Classroom discussion on fundamentals of course and other related aspects. • Practical Sessions and Group discussion 		
Evaluation Scheme:		
<ul style="list-style-type: none"> • Class Assignments (Subjective and Objective) • Terminal Class Tests • Surprise Quizzes and Viva-voce • Attendance • Term-End Examination 		
Unit	Contents	No. of Periods
I	Introduction to Disaster Meaning, Nature, Importance of Hazard, Risk, Vulnerability and Disaster- Dimensions & Scope of Disaster Management - India's Key Hazards – Vulnerabilities - National disaster management framework - Disaster Management Cycle.	15
II	Types of Disaster Natural Disasters- Meaning and nature of natural disaster; their types and effects. Floods, drought, cyclone, earthquakes, landslides, avalanches, volcanic eruptions, Heat and cold waves, Climatic change:	17

	global warming, Sea level rise, ozone depletion. Man Made Disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire, oil fire, air pollution, water pollution, deforestation and industrial waste water pollution.	
III	Approaches in Disaster Management Pre- disaster stage (preparedness) - Preparing hazard zonation maps, Predictability/ forecasting & warning - Preparing disaster preparedness plan - Land use zoning - Preparedness through Information, education.	18
IV	Emergency Stage - Rescue training for search & operation - Immediate relief - Assessment surveys. Post Disaster stage – Rehabilitation - Social Aspect - Economic Aspect and Environmental Aspect. Remote sensing and GIS for disaster management.	15
Suggested Books and Readings:		
<ul style="list-style-type: none"> • Disaster management: S.R. Sharma. • Geoinformatics for Disaster Management: K. VenuGopalRao. K • Disaster Management: H.K. Gupta 		

Dau Dayal Institute of Vocational Education, DBRAU Agra		
Class: M. Com. in Applied Business Economics		
Status of Course Compulsory	Course Number ABE 408	Course Credit: 4
RESEARCH PROJECT-2		

