

M.COM (APPLIED ECONOMICS)
LUCKNOW UNIVERSITY.

4th SEMESTER SYLLABUS

Compulsory Paper:

MAE-401 Monetary Theory and Practice

MAE -408 Viva-voce

Optional Papers (Any four out of five papers to be opted)

MAE -402 Environment and Resource Economics

MAE -403 Marketing and Logistics

MAE -404 Entrepreneurship and Small Business

MAE -405 Economics of Public Enterprises

MAE -406 Research Methodology

Monetary Theory and Policy

MAE -401

Unit-I

Gold Standard – Its Rules, Working and Downfall

The Supply and Demand For Money – Changes in the Supply of Money, The Demand for Money: Classical View of the Demand for Money, The Modern View of the Demand for Money.

Unit-II

Money Supply Measures, Concept of Multiplier – Its Working Assumptions, Leakages, Importance and Criticism, the Principle of Acceleration – Assumptions and Criticisms.

Monetary Policy – Meaning, Objectives and Instruments, Role of Monetary Policy in a Developing Economy, Transmission Mechanism.

Unit-III

Monetary Policy in United States, Great Britain and European Union.

Inflation and Deflation – Meaning and Kinds of Inflation, Causes, Remedies and Effects of Inflation. Comparison between Inflation and Deflation, Measurement of Inflation, Inflation Targeting.

Unit – IV

Foreign Exchange Rate – Meaning, Causes of changes in the Exchange Rates. Determination of Exchange Rate under Different Conditions.

The Purchasing Power Parity Theory.

International Monetary Fund – India and I.M.F., I.M.F. and International Liquidity.

Books recommended :

1. Chick, V. – The Theory of Monetary Policy
2. Clower, R.W. – Monetary Theory
3. Cramp, A.B. – Monetary Management
4. Day. A.C.L. – An outline of Monetary Economics
5. Dennis. G.E.C. – Monetary Economics
6. Hamson J.L. – Monetary Theory and Practice
7. Kurihara, K.K. – Monetary Theory and Public Policy.
8. Vaish M.C. – Monetary Theory
9. Seth M.L. – Money, Banking, International Trade and Public Finance.

**M.COM (APPLIED ECONOMICS)
LUCKNOW UNIVERSITY.**

4th SEMESTER SYLLABUS

**Environment and Resource Economics
MAE -402**

Unit – I

Environment and Ecology – Meaning of Environmental degradation, Types of Environmental Degradation – Air Pollution, Environment Economy Interaction, Environment and Population

Unit – II

Economic Growth and Sustainable Development, Environment Kuznets Curve, Environment and Trade, Various Conferences on Environment, Economic value of Environment, Environmental Risk, Environmental Laws and Policies.

Unit – III

Natural Resources – Renewable / Non- Renewable, the Definition and Classification of Natural Resources and the Definition of Scarcity Role of Natural Resources in Extraction and Productive Activity Characteristics of Resources. Concept of Resources: Product Rate.

Unit-IV

Economics of Exhaustible Resources – Pricing and Exhaustion Date, Hotelling Model, Limits to Growth Theory, In Temporal Allocation in Exhaustible Resource, Optimal Depletion of Endorsements, Conservation and Preservation of Resources, Economic Effects of Resource Exhaustion.

Books recommended:

1. Meier G.M. and Rauch J.E. – Leading Issues in Economic Development – Oxford.
2. Todaro M.P. – Economic Development in the Third World.
3. Hamley N., Shogren J.F. & White B. - Introduction to Environmental Economics Oxford.
4. Alen Randall - Resource Economics : An Economic Approach to National Resources and Environmental Policy
5. Vaishampayan J.V. : Energy and Economic Development : An Analysis of Energy – Economics Interactions

Marketing and Logistics

M.COM (APPLIED ECONOMICS)
LUCKNOW UNIVERSITY.

4th SEMESTER SYLLABUS
MAE -403

UNIT-I

Definition of marketing, **Introduction to the marketing mix**; Market segmentation, targeting and positioning, Understanding the Marketing environment and adopting marketing to the changing environment An overview of marketing of services and rural marketing. **Consumer Behavior**- definition, buying motives, consumer motivation, consumer decision making, **Marketing Research**- Need, process and importance, Types of Research Methods

UNIT-II

PRODUCT:- Definition of product, levels and types of product; PLC- stages and corresponding strategies, New Product decision, **PRICE**:- Pricing objectives, factors influencing pricing, Pricing strategies. **DISTRIBUTION**: Types of distribution channels; Role of intermediaries, Channel strategy decisions, **PROMOTION**: promotion mix, Sales Promotion: Types of sales promotion, Advertising Vs. Sales promotion, S.P. tools, Personal selling: challenges and responsibilities, Personal selling skills.

UNIT-III

Supply Chain Management & Logistics Framework: Concepts, Issues in Supply Chain Management; Transportation: Types, Warehousing, Inventory Management; Packing and Unitization; Control and Communication; **International Air Transport System**: International set up for Air Transport, Freight rates, problems and prospects.

UNIT-IV

Ocean Transport: World Seaborne Trade and Shipping Industry – Characteristics and Structure; Freightage practices : Principles, structure and calculation; Chartering principles, practices and types, Charter party agreement; forms and clauses; Developments in ocean transport – unitization, containerization, intermodal and multimodal transport, C.F.S. & I.C.D. **Indian shipping**: Growth, policy and problems; Port and Port Trust: their role and responsibility.; Carriage of Goods by Sea, Air and Combined transport – National law and International Conventions.

Books recommended:

1. Kotler Philip- Principles of Marketing
2. Ramaswamy & Namakumari- Macmillan Marketing Management,
3. Kumar Arun & Vikas Meenakshi - Marketing Management
4. Desai H. B. - Indian Shipping Perspectives
5. Jansson J. D. and Shneerson D. - Liner Shipping Economics.
6. Hagff J. F. - Physical Distribution.
7. Bes J. - Chartering Practices.

**M.COM (APPLIED ECONOMICS)
LUCKNOW UNIVERSITY.**

4th SEMESTER SYLLABUS

ENTREPRENEURSHIP AND SMALL BUSINESS

MAE -404

Unit-I

Entrepreneurship-Meaning, Concept, Characteristics, Process, Motivation, Types and Theories of Entrepreneurship, Entrepreneurial Barriers, Scope of Entrepreneurship in India, Innovation, Creativity and Entrepreneurship, Entrepreneurial Decision Making and Decision Theory, Role of Women Entrepreneurship.

Unit-II

Business Planning Process-Meaning, Preparation of Business Plan: Preliminary Investigation, Idea Generation, Environmental Scanning, Feasibility Analysis, Project Report Preparation: Essential of a Project Report, Format of Project Report, Project Appraisal, Drawing Functional Plan: Marketing Plan, Production Plan, Organizational Plan and Financial Plan.

Unit- III

Micro, Small and Medium Enterprises- Conceptual Framework, MSMEs Act, Small vs. Large Industries, Industrial Sickness: Concept, Symptoms, Causes, Viability Study, Rehabilitation, Amalgamation and Merger or Launching a New Venture, Role Of MSMEs with special reference to Indian Economy

Unit- IV

Institution Supporting Entrepreneurs and MSMEs

Institution Supporting Entrepreneurs- Entrepreneurship Development Institution of India, SIDBI, KVIC, NIESBUD, UPSIDC, NSIC, NABARD, SIDO, IIE, UPSFC

MSME- Definition and Characteristics, Policies and Legislations for MSME, Various Schemes of State and Central Government for MSMEs

Books Recommended:

1. Desai Vasant- Management of Small Scale Industries
2. Vyay K Jaiir- Marketing Management for Small Units
3. Steinhoff, Dan and Burges J.F.- Small Business Management Fundamentals
4. Lall, Madhurima and Sahai, Shikha- Entrepreneurship
5. Mishra, Pavan and Mathur, Swati- Entrepreneurship Development and Enterprise Management
6. Arora, Renu and Sood, SK- Entrepreneurship and Small Business
7. Arora, Renu, Sood, SK and Kumar, Vijay- Fundamentals of Entrepreneurship and Small Business

**M.COM (APPLIED ECONOMICS)
LUCKNOW UNIVERSITY.**

**4th SEMESTER SYLLABUS
Economics of Public Enterprises
MAE -405**

Unit –1

- Concept of Public enterprises, Role in national economy, growth of public enterprise in India

Unit – 2

- Organisational Patterns- Departmental Undertaking, statutory corporations, companies, Holding companies, other forms.
- Management – Public Enterprises Board, Functions Responsibilities, Duties of Board of Directors, Delegation of Authority.

Unit – 3

- Pricing in Public Enterprises.
- Efficiency and performance evaluation.
- Financing of Public Enterprises, Performance Budgeting, Financial Advisor
- Disinvestment in PSUs

Unit-4

- Accountability and Control – Public Accountability and Autonomy, Accountability to parliament, control, Audit, Annual reports, consumer organisation.

Books Recommended:

1. Barnes I.R. – Economics of Public Utility regulation.
2. Clemens E.W. – Economics and Public Utilities.
3. Sleeman J.F. – British Public Utilities.
4. Choudhary R.K. – Economics of Public Utility
5. Hanson A.H. – Public Enterprises and Economics Development.
6. Ramanadhan V.V. – The structure of Public Enterprises in India.
7. Gupta K.R. – Issues on Public Enterprises.
8. Laxmi Narain – Principles Practice of Public Enterprise.
9. Centre for Public Sector Studies – Profitability Accountability and Social Responsibility of Public Enterprises.
10. Khera S.S. – Government in Business.
11. Ghosh P.K. – Public Enterprises in India.
12. Mathur B.L. – Public Enterprises in India.
13. Gupta K.L. – Bharat me lok Udyog.
14. Maheshwari R.K. – Public Enterprise Management
15. Maheshwari R.K. – Electricity Rate Making and Tariff Regulations.

M.COM (APPLIED ECONOMICS)
LUCKNOW UNIVERSITY.

4th SEMESTER SYLLABUS
Research Methodology
MAE -406

Unit-I

Concept, Features, Objectives and Significance of Research, Philosophy of Research, Scope of Research in Economics, Problems in Economic Research, Research Process

Types of Research- Pure and Applied Research, Conceptual and Empirical Research, Qualitative and Quantitative Research, Descriptive and Analytical Research, Exploratory Research, Experimental Research, Evaluative Research, Historical Research, Case Study

Research Problem- Problem Definition and Formulation, Process of Formulation of Research Problem, Sources of Identifying Research Problem, Case Study

Unit-II

Research Design- Meaning and Scope, Research Design for Descriptive, Exploratory and Experimental Research, Case Study

Data Collection and Organisation - Techniques and Methods of Data Collection, Editing, Coding and Presentation of Data Projective Techniques Used in Qualitative Research.

Unit-II

Measurement and Scaling- Levels of Measurement-Nominal, Ordinal, Ratio and Interval Scale, Scaling Techniques, Testing of Hypothesis- Procedure of Testing a Hypothesis: Z-test, t-test

Unit-IV

F tests (ANOVA), Chi-Square test, Mann-Whitney Test and Other Non- Parametric Test, Application of Statistical Techniques in Case Studies.

Report writing and presentation- Meaning and Purpose of a Research Report, Types of Report, Format of Report, Essentials of a Good Report, Multivariate Analysis

Books Recommended:

1. William G. Zikmund -Business Research Methods
2. Kothari C R and Garg Gaurav- Research Methodology
3. Krishnaswami O R-Methodology of Research in Social Sciences
4. Naresh K. Malhotra & Satyabhushan Dash- Marketing Research