

M.Sc. CO-OPERATION AND BANKING

COURSE CURRICULUM AND SYLLABI

2022



**KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT
VELLANIKKARA, KAU PO, THRISSUR – 680 656**

COLLEGE OF CO-OPERATION, BANKING & MANAGEMENT
TOTAL CREDIT REQUIREMENT OF MSC CO-OPERATION & BANKING PROGRAMME

Sl. No.	Course particulars	Minimum credit requirement
1	Major Subjects	20
2	Minor Subjects	08
3	Supporting Subjects	06
4	Major Courses – Seminar	01
Total Course Work		35
5	<i>Common Courses</i>	05
6	Research	30
Total Credit		40+30=70

DEPARTMENT OF RURAL MARKETING MANAGEMENT

M.Sc. (C&B) RURAL MARKETING MANAGEMENT

1. Major Subjects (Minimum 20 credits to be offered)

SL. NO.	CATALOGUE NO.	COURSE TITLE	CREDIT
1	Mmgt 501	Strategic Marketing Management	2+1
2	Mmgt 502	Advances In Rural Marketing Management	2+1
3	Mmgt 503	Strategic Marketing Communication	2+1
4	Mmgt 504	Marketing Research and Information System	2+1
5	Mmgt 505	Consumer Behaviour	2+1
6	Mmgt 506	Brand Management	1+1
7	Mmgt 507	New Products Management	2+1
8	Mmgt 508	Supply Chain Management	2+1
9	Mmgt 509	Retail Management	2+1
10	Mmgt 510	International Marketing Management	2+1
11	Mmgt 511	Agricultural Commodity Markets	2+1
12	Mmgt 512	Management of Agricultural Input Marketing	3+0
13	Mmgt 513	Services Marketing	2+1

2. Minor Subjects (Minimum 08 credits)

* The subject closely related to the above identified area may be selected from the major subjects offered in M.Sc. (C&B) Co-operative Management / M.Sc (C&B). Rural Banking & Finance Management / M.Sc .Agricultural Extension/ MSc. (C&B) Development Economics/M.Sc . Agricultural Economics

3. Supporting Subjects (Minimum 06 credits)

Sl. No.	Catalogue No.	Course	Credit
14	Comp.501	Computer Application for Management	1+1
15	Stat 502	Statistical Methods for Applied Sciences	3+1

4. Seminar (01 credit)

Sl. No.	Catalogue No.	Course	Credit
16	Mmgt 591	Seminar	0+1

5. Common Courses (Minimum 05 credits)

CODE	COURSE TITLE	CREDITS
PGS 501	Library and Information Services	0+1
PGS 502	Technical Writing and Communications Skills	0+1
PGS 503 (e-Course)	Intellectual Property and Its Management in Agriculture	1+0
PGS 505 (e-Course)	Agricultural Research, Research Ethics and Rural Development Programmes	1+0
Relevant Courses offered in the SWAYAM platform		0+1

6. Research (30 credits)

Sl. No.	Catalogue No.	Course	Credit
17	Mmgt 599	Research	30

1. Major Subjects

Objective

The objective of this course is to give the students an understanding of concept, various policies, strategies & decision related to marketing.

ContentsUNIT I

Understanding strategic marketing management – Macro environmental analysis and strategic options – the strategic role of marketing – Dynamic business avenues – getting closer and customer – product/service innovation.

UNIT II

Developing strategies for competitive advantage – competing in global market. Business strategy and competitive advantage – Managing Environmental turbulence, strategy for competing, competitive advantage, business strategy, strategic analysis and strategy selection Process for developing market – driven strategies – marketing strategy formation – characteristics of strategic marketing decisions .

UNIT III

Strategic marketing planning process – marketing situation analysis – marketing strategy design – market targeting and positioning strategy, product selection – marketing programme development – strategy implementation and management.

UNIT IV

Assessing the competitive position – understanding competitive market, their structure and attractiveness – assessing advantages. Choosing avenues and advantages – deciding how to compare, where to compare – gaining access to market, responding to global markets. Renewing the strategy – charting new directions, conditions for successful renewal, setting the growth directions.

UNIT V

The strategic role of information – information and competitive advantage, marketing research, artificial intelligence and expert system – issues in managing information. Global trends and export marketing strategy in selected products – global trends and emerging challenges – India's export performance and evolving strategies.

Practical

Management cases, games and field survey for identifying: (a) Marketing situation analysis for selected rural/urban products, (b) Evaluating small/agri-business opportunities, (c) Capitalizing on opportunities through the marketing mix – Product mix strategy – promotion mix strategy – channel management - pricing strategy – positioning strategy, (d) Market opportunities for consumer services.

Suggested readings

1. George S. Day. (2004). *Market Driven Strategy: Processes for Creating Value*, The Free Press, A Division of Macmillan, Inc., New York
2. Stenen J. Shaw, John F. Willeborg, Richard E. Stanley. (2006). *Marketing Management Strategy – Cases and Problems*, Printice Hall, Inc. Bombay
3. Philip Kotler. (2005). *Marketing Management*. the Millennium Edition, Prentice Hall of India Pvt. Ltd., New Delhi
4. Richard J. Geruson. (2005). *A Theory of Market Strategy*. Oxford University Press, New York.

5. Ramanuj Manjumdar. (2004) *Marketing Strategies* – Allied Publishers Ltd., New Delhi.
6. David W. Carvens. (2004). *Strategic Marketing* – IRWIN – Home Wood, Boston.

2) Mmgt 502

ADVANCES IN RURAL MARKETING MANAGEMENT

(2+1)

Objective

To develop understanding regarding issues in rural markets , potential of rural markets in India and to understand the rural consumer behaviour.

Contents

UNIT I

Definition of rural marketing characteristics. Similarities and distinctions between agriculture and rural marketing. Rural market environment: Demographic environment, Economic environment, Natural environment, Technological environment, Socio-cultural environment, Political environment and Legal environment.

UNIT II

Rural market position and analysis. Types of Market – ways of segmenting markets – strategic decisions in analyzing and finding rural market targets. Marketing problems of agricultural inputs and consumer products in rural areas and the role of co-operatives.

UNIT III

Rural marketing strategy development and research- product strategy, price strategy, distribution strategy, Communication strategy – challenges in rural communication, profiling target audience, communication objectives, designing message, selecting communication channels, selecting the right promotion mix, rural media mass media, folk media, meals, selling and sales promotion strategies.

UNIT IV

Criteria and technique in marketing decisions, rural marketing information systems. Rural consumer behaviour – factors affecting consumer behaviour characteristic of rural consumer consumer buying process, diffusion of innovation. Targeting, segmenting and positioning – basis of segmentation, selection of segments, Identification, selection, development and communication of positioning concept..

UNIT V

Role of Government in rural marketing scene, consumer movements and its impact and rural marketing, need for rural marketing in India. Designing the strategic rural marketing mix: Meaning of rural product, product classification schemes, brand decisions, packaging and labeling and product mix.

Practical

On the spot studies and field visit in rural markets to identify the marketing strategies & techniques adopted by rural organizations involved in production and marketing.

Suggested readings

1. Kuchi Sayulu . (2004). *Rural marketing in India*, Anmol Publications. New Delhi.
2. T.P. Gopala Swamy. (2005). *Rural Marketing Environment, Problems and Strategies*, Response books, New Delhi

3. Sanal Kumar, Velayudhan, (2004) *Rural Marketing-Targeting the Non-Urban Consumer*, Response books, New Delhi.
4. Singh Garg. (2004). *Agricultural Marketing*, Anhad Publishers. New Delhi.
5. Nizamuddin Khan. (2004). *Agricultural Development and Marketing*, H.K. Publishers.Hydrabad.
6. Rajagopal. (2005) *Rural marketing in India*. Renaissance Publishing House.
7. Pradeep Kashhyap& Siddartha Raut(2006) *The Rural Marketing Book*,Biztantra,NewDelhi.
8. Krishnamacharyulu C & Ramakrishnan L.(2002).*Rural Marketing*.Pearson Edu.
9. Ramaswamy V S & Nanakumari S. (2006). *Marketing Management* .3rd Ed.

3) Mmgt 503

STRATEGIC MARKETING COMMUNICATION

(2+1)

Objective

To familiarise the students with the different communication mix used in rural/urban marketing

Contents

UNIT I

Nature of marketing communications – marketing communications: past, present and future – communication process and marketing mix

UNIT II

Marketing communications – strategy and its nature – marketing communications planning, elements of marketing –

UNIT III

Communications mix – personal selling, advertising, sales promotions, direct marketing, publicity and public relations, sponsorship, exhibitions, corporate identity and corporate image, packaging, branding, merchandising, word of mouth, cyber marketing – internet and online strategies –

UNIT IV

Managing communications mix – integrated marketing communications – strategic issues in marketing communications. Marketing communications for different types of products – rural marketing communications.

UNIT V

Global implications for marketing communications – international marketing communications.

Practical

1. Case analysis
2. Observation and evaluation of marketing communication practices of selected organizations
3. Studies on communication effectiveness
4. Visits to organizations specialized in marketing communication
5. Exercises on preparation of advertising copy

Suggested readings

1. P.R. Smith. (2005). *Marketing Communications:An Integrated Approach*, KOGAN PAGE, London.
2. Alan H. Anderson and David Kleiner. (2004). *Result Oriented Marketing Communications*, Beacon Books, New Delhi – 110063
3. Paul Smith, Chris Berry and Alan Pulford. (2005). *Strategic Marketing Communications*, Kogan Page, London.

Applications of marketing research in India – case studies – aspects of information technology and policy making – computerization of IFFCO.

Suggested readings

1. Harper W. Boiyd, Ralph West Fall & Stanley F. Stasch. (2005). *Marketing research* – text and cases, Irwin Publishers
2. G.G. Beri. (2004). *Marketing Research* – text and cases, Tata Mcgraw Hill)
3. Ronald M. Weiers, *Marketing Research*. (2004). Prentice Hall Co.
4. David J. Luck & Ronald S. Rubin. (2005). *Marketing Research*, Prentice Hall.
5. Carl Mc Daniel & Roger Gate. . (1999). *Contemporary marketing Research*, Ohio.
6. Parasuraman A, Druv Grewal and R.Krishnan(2004): *Marketing Research*, Biztandra, New Delhi.
7. Nargundkar, Rajendra(2004) *Marketing Research- Text and Cases*, Tata McGraw Hill, New Delhi .
8. Green, Paul E. , Donald S.Tull and Gerald Albaum(1998) *Research for Marketing Decisions*, Prentice Hall of India, New Delhi.
9. Hair, Joseph:(2005) *Marketing Research*, Tata McGraw Hill, New Delhi
10. Malhotra, Naresh:(2002) *Marketing Research*, Prentice Hall of India, new Delhi
11. Luck, David and Donald Rubin(2005): *Marketing Research*, Prentice Hall of India, New Delhi.

5) Mmgt 505

CONSUMER BEHAVIOUR

(2+1)

Objective

To expose the students on the various consumer behaviour models , and situations studies on selected groups of rural consumers and their behaviour on purchase decisions.

Contents

UNIT I

Consumer behaviour – concepts; nature, scope and applications of consumer behaviour; Consumer behaviour and marketing strategy; profiling consumers and their needs; Market segmentation and consumer research; psychographics and life-style; Consumer behaviour audit.

UNIT II

Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules.

UNIT III

Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement; Communication and consumer behaviour. Reference group influence in buying decisions; opinion leadership. Family life cycle and decision-making; Social class concept and measurement

UNIT IV

The buying process: problem recognition and information search behaviour; information processing; alternative evaluation; Purchase process and post

purchase behaviour. Models of consumer decision-making- early models, Howard Sheth model. Recent developments in modelling consumer behaviour.

UNIT V

Culture and Consumer behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour. Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Consumer protection in India; Public policy and consumer behaviour.

Practical

Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour

Suggested readings

1. John A. Howard. (2005). *Consumer behaviour in marketing strategy*, Prentice Hall. New Jersey.
2. Hoyel MacInnis. (2006). *Consumer behaviour*, Educational Publishers.
3. Walters and Bergiel, *Consumer behaviour, a decision making approach*, South Western Publishing Co.
4. Lack Rubin. (2005). *Marketing Research*, Prentice Hall. New Delhi.
5. Peter M. Chisnall. (2004). *Marketing: A Behavioural Analysis*, the McGraw-Hill Publishing House.
6. Michael R. Solomon. (2003) *Consumer behaviour buying, having, and being*, Prentice Hall. New Jersey.
7. Hawkins, Best and Coney: (2004) *Consumer Behaviour*, Tata McGraw Hill, New Delhi
8. Schiffman, L.G. and Kanuk, L.L.: (2006) *Consumer Behaviour*, Prentice Hall of India, New Delhi
9. Laudon, David L and Bitta Albert J Della (2005): *Consumer Behaviour*, Tata McGraw Hill, New Delhi
10. Mowen, John C: (2006) *Consumer Behaviour*, Macmillan, New York
11. Assael, H (2005) *Consumer Behaviour and Marketing Action*, South Western, Ohio

6) Mmgt 506

BRAND MANAGEMENT

(1+1)

Objectives

To understand the strategic significance of brand building, and,

To understand the formulation and implementation of brand building strategies.

Contents

UNIT I

Concepts of Brand: Importance of branding; types of branding; Brand awareness; Brand essence; Brand personality; Brand identity; Brand associations, brand image and; Brand loyalty; Brand equity; Product vs corporate branding. New brand development.

UNIT II

Branding strategies: Brand name selection; Brand building tools; Brand extension decisions; Related extension and unrelated extension; family vs individual brand names; Multiple branding; Private vs national branding.

UNIT III

Brand positioning: associations, image and positioning, value creation by brand associations, types of associations. Brand positioning and re-launch: Brand

building and communication. Brand repositioning. Indian cases on brand positioning and repositioning.

UNIT IV

Evaluation of brand equity: Models for evaluation of brand equity.

UNIT V

Branding for international markets. Protection of brand assets. Brand audit;

Practical

1. Field study on brand awareness, brand loyalty, brand extensions etc.
2. Case analysis related to various dimensions of brand equity management
3. Observation and analysis of brand positioning strategies of selected organizations

Suggested readings

1. David A. Aaker. (2005). *Managing Brand Equity*, The Free Press, New York.
2. John Murphy, *Brand Evaluation (Edited)* . (2006). Hutchinson Business Books, U.K.
3. Jagdeep Kapoor. (2004). *24 Brand Mantras*, Response Books, New Delhi.
4. Al Ries & Jack Trout. (2004). *Positioning*, Warner Books, New York.
5. Alexander L. Biel, David A. Aaker. (1993). *Brand Equity & Advertising*, Lawrence Erlbaum Associates
6. Aaker, David A: (2000)*Managing Brand Equity*, Free Press, New York.
7. Sen Gupta, Subrato: (2002)*Brand Positioning*, Tata McGraw Hill, Delhi
8. Chaturvedi, M: (2003)*New Product Development*, Wheeler Publications, New Delhi.
9. Kapferer, J.N(1997).: *Strategic Brand Management*, Kogan Page, London
10. Kuller, K.L.: (2002)*Strategic Brand Management*, Prentice Hall, New Delhi.
11. Moorthy, Y.L.R.:(2004) *Brand Management*, Vikas Publication House, New Delhi.
12. Aaker, David A: (1996)*Building Strong Brands*, Free Press, New York 1
13. Jones, John Philip(2000): *Behind Powerful Brands*, Tata McGraw Hill, Delhi

7) Mmgt 507

NEW PRODUCTS MANAGEMENT

(2+1)

Objectives

- To understand the process of systems analysis and design, and,
- To gain a practical orientation to structured systems analysis and
- To design various dimensions of new products management

Contents

UNIT I

Product management – Introduction and importance of product management. Product- core, tangible and augmented. Types of products; Role of product manager in different industries; Demand forecasting; market segmentation; product plan- components of product plan; Product differentiation; product deletion. Future of product management.

UNIT II

New product development- stages of new product development; Product modification; Product variants; diffusion and adoption process; Industrial and consumer innovations; Diffusion of innovation cycle; New product launch strategies; successes and failures. Packaging methods and strategies.

Channel management and the product manager; Customer contact and the product manager; Channel selection; Monitoring profitability by channel; Customer relations and the product manager; Customer acquisition;

UNIT III

Product positioning; Organising product teams; product policy; product life cycle; new product demand forecasting; models of demand forecasting; product portfolio models.

UNIT IV

Category attractiveness analysis- aggregate market factors, Category factors and environmental analysis. Competitor analysis- assessing competitors current objectives and strategies, Differential advantage analysis; Customer analysis; Beyond category brand extension.

UNIT V

Developing product strategy- Elements of product strategy; Strategic options for product; Product strategy over the life cycle; Financial analysis for product management: Sales analysis; Profitability analysis. Case studies in new product introductions and product management.

Practical

1. Interactions with new product managers of selected organization
2. Case analysis related to various dimensions of new products management
Demonstration of new product launching by student groups

Suggested readings

1. C. Merle Crawford. (2004). *New Products Management*, Irwin, Homewood Boston.
2. Oswald, A.J., Mascarenhas, S.J. (2005). *New Product Development*, Oxford & IBH, New Delhi
3. Masacrenhas & Oswald A.J. (2004). *New Product Development: its marketing, research & management*. , Oxford & IBH, New Delhi.
4. Elwood .S. Buffa, Rakesh .K. Sarin. (2003). *Modern Production and Operations Management*. John Wiley and Sons. New York.
5. Everett Adem J, Ronald J Ebert. (2003). *Production and Operations Management*. Prentice Hall.
6. Lehmann, Donald R and Winer, Russel S.: (2004) *Product Management*, Tata McGraw Hill., New Delhi
7. Majumdar, Ramanuj: (2004) *Product Management*, Prentice Hall of India.
8. Ulrich, Karl T. and Eppinger, Steven D (2004) *Product Design and Development*, Tata McGraw Hill, New Delhi .

8) Mmgt 508

SUPPLY CHAIN MANAGEMENT

(2+1)

Objectives

To understand strategic importance of supply chain, and ,
To gain practical knowledge about supply chain management.

Contents

UNIT I

Concept of supply chain; decision phases in supply chain; process view of supply chain; cycle view of supply chain; flows in supply chain; Drivers and obstacles.

UNIT II

Demand and supply in supply chain: techniques for forecasting demand; Managing supply and demand; management of variability; Inventory management in SCM; Uncertainties of demand; Concept of optimal level of product availability;

UNIT III

Transportation in supply chain- role, cost and modes; Network design- factors; Models of facility allocation and capacity allocation; Role of IT in SCM; Supply chain coordination.

UNIT IV

Role of marketing in SCM – influence of market concept, market orientation and relationship marketing on SCM. Sales force activities and behaviours in SCM – co-operative behaviours, information sharing, nurturing supply chain relationships – sales person logistics expertise. R&D in SCM – Intrafirm R&D, interfirm R&D, supply chain R&D. Supply chain sales forecasting. Role of production in SCM

UNIT V

Financial issues in SCM – trends in logistics cost, dupont model, supply chain costing. Customer service in SCM – definition of customer service, customer service as a performance outcome, customer responses.

Practical

1. Exercises in supply chain forecasting, supply chain costing etc.
2. Observation and analysis of supply chains of selected organizations
3. Case studies of supply chains

Suggested readings

1. John T. Mentzer. (2005). *Supply Chain Management*, Response Books, New Delhi
2. Sunil Chopra & Peter Meindas. (2004). *Supply Chain Management*, Pearson Education
3. Charles C. Pionier. (2005). *Supply Chain Management*, Prest Publishing House
4. Fred A. Kuglin(2004)*Customer -Centered Supply Chain Management: a link by link Guide*. American Management Association. New York.
5. John.T.Mentzer (2005). *Supply Chain Management*. sage Publications. New Delhi
6. Chopra, Sunil and Peter Meindle:(2005) *Supply Chain Management*, Pearson Education, New Delhi
7. Levi, David Simchi, et el: (2004)*Designing and Managing Supply Chain*, Tata McGraw Hill, New Delhi
8. Mentzer, John T., et el: Ed., (2001)*Supply Chain Management*, Response Books, New Delhi
9. Ballou, Ronald H(2004): *Business Logistics / Supply Chain Management*, Pearson Education, New Delhi

Objective

To understand the importance of organised retailing in rural and urban marketing

ContentsUNIT I

Retailing: Nature and Scope; Retailing scenario in India; Wheel of retailing; Retailing life cycle; Types of retailing- Ownership based, store based and non-store based retailing. Vertical marketing systems.

UNIT II

Strategic planning in retailing: Retailing environment and customers; Designing retailing information system and research.

Location and organisational decisions ; Trading area analysis; Site selection; Organisational patterns in retailing.

UNIT III

Operations management: Budgeting and resource allocation; Store format and size decisions. Store layout and space allocation.; Store security aspects; Credit management.

UNIT IV

Product assortment decisions; Merchandise forecasting; Buying and handling merchandise; Inventory management; Merchandise pricing; Merchandise labelling and packaging.

UNIT V

Retail promotion: building retail store image; Role of atmosphere; Layout planning; Retail promotion mix strategy; Retail store sales promotion schemes.

Retail control: Controlling retail operations.

Suggested readings:

1. Pradhan: *Retail Management*, (2004) Tata McGraw Hill, New Delhi.
2. Berman, Barry and Joel Evans (2002): *Retail Management*, Prentice Hall, New Jersey.
3. Levy, Michael and Barton A Weitz (2003) *Retail Management*, Tata McGraw Hill, New Delhi
4. Cooper, J: (2004) *Strategy Planning in Logistics and Transportation*, Hogan page, London.
5. Cox, Roger and Paul Britain: (2005) *Retail Management*, Prentice Hall, Harlow.
6. Kotler, Philip: (2004) *Marketing Management*; Prentice Hall of India, New Delhi
7. Levy, M and B.A. Weitz: (2005) *Retail Management*, McGraw Hill, Boston.

Objectives

To understand the international environment for marketing, and,
To gain an in-depth understanding of global marketing practices.

UNIT I

International Marketing: Meaning and Definition; Scope and Importance of International marketing; International, multinational and global marketing. Reasons for international marketing; Forces restricting international marketing;

Management orientation to international marketing; Challenges of international marketing.

UNIT II

International economic environment: Different economic systems; Big emerging nations; Low income, middle income and high income countries. International trade environment; Preferential trade agreements; Specific trading groups; International social and cultural environment; Understanding culture. Political, legal and regulatory environment. Concept of sovereignty; Political risk; International legal system; Business issues in legal systems; Approaches to dispute settlement. International regulatory environment; WTO.

UNIT III

International market entry strategy: Factors influencing entry strategy; Modes of entry; Exporting; Problems in exporting; Measures of import restriction and export promotion; International payment system. Licensing; Foreign Direct Investment; Strategic Alliances; Global strategic partnership and relationship enterprise.

UNIT IV

International marketing mix strategy: International product strategy; Factors affecting product strategy; International promotion strategy; Integrated marketing communications; Global advertising; Global personal selling; Global sales promotion and publicity; International distribution strategy.

UNIT V

International marketing information system and marketing research; Steps in international marketing research; Special issues in international marketing research. International marketing organisation system; International marketing control system. Foreign trade policy of India; Exim Policy; Analysis of foreign trade of India.

Practical

Case Studies in related areas

Suggested readings

1. M.N. Mishra. (2004). *International Marketing Management*, Oxford & IBH Publishing Co. Pvt. Ltd.
2. Subhash C. Jain. (2005). *International Marketing Management*, CBS Publishers & Distributors.
3. Czinkotta and Ronkainen (2004). *International Marketing*. The Dryden Press.Chicago.
4. Terpstra (2001). *International Marketing*. The Dryden Press. Chicago.
5. Warren J Keegen(2001) *Global Marketing Management* .Printice Hall of India Ltd.New Delhi.
6. Keegen, Warren and Mark Green:(2005) *Global Marketing*, Prentice Hall of India, New Delhi.
7. Cateora, Philip R, and John L Graham(2005): *International Marketing*. Tata McGraw Hill, New Delhi .
8. Kripalani, V.H.: (2004)*International Marketing*, Prentice Hall of India, New Delhi.
9. Ministry of Commerce, Government of India: Export Import Policy 1992-97.

Objective

To give an awareness to the students about the structure and functioning of agricultural commodity markets.

ContentsUNIT I

Overview of commodity marketing system, Role of commodity derivatives in agriculture – price discovery – provision of liquidity, hedging, price of storage, relationship between spot and futures prices, establishment of forward prices.

UNIT II

Agricultural options – meaning of options, option premium determination, relationship between strike price and futures price, interest rates, volatility and risk.

UNIT III

Approaches to price analysis – fundamental analysis and technical analysis, strategies for successful trading. Mechanics of commodity futures – commodity future exchanges, commodity futures contract, participants in futures market, commodity orders, clearing house operations, margin requirements.

UNIT IV

Commodity derivatives in India – regulatory framework of commodity futures – role of forward Market Commission and Central Government, Kabra Committee Report

UNIT V

Commodity futures in specific commodities – pepper, natural rubber, coconut oil/copra, coffee, rice, wheat etc. Commodity exchanges in foreign countries – Chicago, New York, Brazil, etc.

Practical

1. Exercises in futures and options
2. Exercise in fundamental and technical analysis
3. Field visits to spot market, commodity exchanges, forward contract, auction, future markets
4. Observation and analysis of market trends

Suggested readings

1. Michael Atkin. (2005). *Agricultural Commodity markets*, Routledge, London.
2. Commodity Futures Trading Commission, Economic Purposes of Futures Trading, Washington, 1997.
3. Forward Markets Commission, Ministry of Food and Consumer Affairs, GOI,((2001)“Forward Contracts (Regulation) Act, 1952”.
4. Forward Markets Commission, Ministry of Food and Consumer Affairs, GOI,(2000) “Forward Trading and Forward Markets Commission”,
5. Sahadevan, K.G., (2002) *Risk Management Agricultural Commodity Markets: A study of some selected commodity futures*, Working Paper Series: 2002-07, IIM, Lucknow,
6. UNCTAD. (2003). Feasibility study on a Worldwide Pepper Futures Contract, 1995.
7. UNCTAD, (1997) *Emerging Commodity Exchanges: From Potential to Success*, Youssef, Frida, Integrated Report on Commodity Exchanges and Forward Markets Commission, 2000.
8. Sahadevan, K.G. (2002). *Derivatives and Price Risk Management: A study of Agricultural Commodity Futures in India*, IIM, Lucknow,.

12) Mmgt 512 MANAGEMENT OF AGRICULTURAL INPUT MARKETING (3+0)

Objective

The objective of this course is to give the students an understanding of different marketing concept and marketing system in context of agricultural inputs

Contents

UNIT I

Agricultural input marketing-meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types-farm and non-farm, role of co-operative , public and private sectors in agri-input marketing.

UNIT II

Seed-Importance of seed input; Types of seeds-hybrid, high yielding and quality seeds; Demand and supply of seeds; Seed marketing channels , pricing , export – import of seeds ; Role of NSC and State Seed Corporation.

UNIT III

Chemical Fertilizers- Production , export, supply of chemical fertilizers , Demand /consumption , Prices and pricing policy; subsidy on fertilizers; marketing system- marketing channels, problems in distribution; Role of IFFCO and KRIBCO in fertilizer marketing

UNIT IV

Plant Protection Chemicals- Production, export/import, consumption , marketing system – marketing channels; Electricity /Diesel Oil-marketing and distribution system; pricing of electricity for agriculture use; subsidy on electricity.

UNIT V

Farm Machinery – Production , supply demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines/implements /Equipments

Suggested Readings

1. Acharya SS & Agarwal NL.2004 . *Agricultural Marketing in India*.4th Ed.Oxford &IBH
2. Broadway AC & Broadway Arif A .2003 *A Text Book of Agri-business Management* .Kalyani
3. Singh A K & Pandey S.2005. *Rural Marketing* . New Age.
4. Singh Sukhpal 2004. *Rural Marketing – Focus on Agricultural Inputs*.Vikas Publ.House

13) Mmgt 513 SERVICES MARKETING (2 + 1)

Objectives

To develop insights into emerging trends in service sector of the economy, and, To gain practical knowledge in marketing of services.

Contents

UNIT I

Emergence of Service economy: Nature of services; Unique characteristics of services; Goods and services marketing; Classification of services; Origin and growth of Service marketing. Service marketing mix;

UNIT II

Service product development: The service encounters; Service consumer behaviour; Service management trinity; Service experience; Service quality. Service failure and recovery; Service blue printing.

UNIT III

Service vision and service strategy; Quality issues and quality models of service management; Quality function deployment; Customer defined service standards; servicescape; Customer satisfaction; Customer satisfaction surveys; integrated marketing of services.

UNIT IV

Demand and supply management for services; Advertising, branding and packaging of services; Employees' roles in service delivery. Customers' role in service delivery.

UNIT V

Marketing of Various Services: Marketing of financial services; Marketing of Healthcare services; Marketing of Tourism services; Marketing of educational services; Marketing of legal and professional services.

Practical

Case studies on bank marketing, insurance marketing, tourism marketing, hospital marketing, educational institutions.

Suggested readings

1. Zeithaml, Valarie A and Bitner, Mary Jo:(2004) *Services Marketing*, Tata McGraw Hill, New Delhi
2. Woodruffe, Helen :(2004) *Services Marketing*, Macmillan India, New Delhi.
3. Lovelock, Christopher H.(1995): *Managing Services: Marketing Operations and Human Resources*, (1995)Prentice Hall Inc, New Jersey
4. McDonald, Malcom and Payne: *A Marketing Planning for Services*, Heinemann, Butterworth 1996.
5. Christopher. Lovelock. (2005). *Services marketing* – Prentice Hall.
6. John E.G. Babson, K. Douglas, Hoffman. (2004). *Managing services marketing*, Harcourt Brace College Publishers, 1999.
7. Helen Woodruffe. (2005). *Services marketing*, Pitman Publishing, London.
8. Keith Blois. (2005). '*Marketing*', Oxford University Press, 2000.
9. S.M. Jha. (2004). *Services marketing*, Himalaya Publishing House.
10. Bidhi Chand(2004) *Marketing of Services*Rawat Publications.New Delhi.

**DEPARTMENT OF BANKING AND FINANCE MANAGEMENT
MSc. (C&B) RURAL BANKING AND FINANCE MANAGEMENT**

Course Structure – at a Glance

A. MAJOR COURSES (20 Credits)

CODE	COURSE TITLE	CREDITS
BANK 501*	MARKETING OF FINANCIAL SERVICES	3+0
BANK 502*	PRINCIPLES AND PRACTICE OF INSURANCE	2+1
BANK 503*	WORKING CAPITAL MANAGEMENT	2+1
BANK 504*	RISK MANAGEMENT IN BANKS	3+0
BANK 505	PORTFOLIO MANAGEMENT	2+1
BANK 506	FINANCIAL DERIVATIVES	2+1
BANK 507	CURRENCY FUTURES	2+1
BANK 508	DEPOSITORY SERVICES	3+0

B. MINOR COURSES (08 Credits)

ACCT. 501	FINANCIAL ACCOUNTING	2+1
ACCT. 502	ACCOUNTING AND FINANCE FOR MANAGERS	2+1
ACCT. 503	ACCOUNTING OF BANKING AND INSURANCE COMPANIES	2+1
AG ECON 509	AGRICULTURAL FINANCE AND PROJECT MANAGEMENT	2+1
STAT 531	DATA ANALYSIS USING STATISTICAL PACKAGES	2+1
EXTN 505	E - EXTENSION	2+1
EXTN 509	PARTICIPATORY METHODS FOR TECHNOLOGY DEVELOPMENT AND TRANSFER	1+1

C. SUPPORTING COURSES (06 Credits)

COMP 501	COMPUTER APPLICATIONS FOR MANAGEMENT	1+1
STAT 502	STATISTICAL METHODS FOR APPLIED SCIENCES	3+1

D. Common Courses

CODE	COURSE TITLE	CREDITS
PGS 501	Library and Information Services	0+1
PGS 502	Technical Writing and Communications Skills	0+1
PGS 503 (e-Course)	Intellectual Property and Its Management in Agriculture	1+0
PGS 505 (e-Course)	Agricultural Research, Research Ethics and Rural Development Programmes	1+0
Relevant Courses offered in the SWAYAM platform		0+1

E. SEMINAR

BANK 591	SEMINAR	0+1
----------	---------	-----

F. RESEARCH

BANK 599	RESEARCH	0+30
----------	----------	------

* Compulsory for Master's Programme

M.Sc. (C&B) RURAL BANKING AND FINANCE MANAGEMENT
Course Contents

A. MAJOR COURSES

BANK 501 MARKETING OF FINANCIAL SERVICES 3+0

Objective

To expose the students to the concept of marketing of financial services and the methodology adopted by banks and financial institutions for marketing their products, attracting and retaining their customers.

Theory

UNIT I

Designing and managing services: The Nature of Services – categories of service mix, distinctive characteristics of services; marketing strategies for service firms – a shifting customer relationship, holistic marketing for services; managing service quality – customer expectations, best practices of service quality management; managing service brands – differentiating services, developing brand strategies for services, establishing image dimensions, devising branding strategy; managing product support services – identifying and satisfying customer needs, post sale service strategy.

UNIT II

An overview of the financial services markets: Types of financial markets in India- money market, capital market/ corporate securities market, foreign exchange market, private placement market, mutual funds market, foreign institutional investors, stock market, debt market, gilt-edged market, housing finance market, hire purchase and leasing finance market; historical perspective of developments in financial markets.

UNIT III

Concept of marketing of financial services: Introduction to key marketing concepts; marketing as a functional area of management; marketing and the financial services; comparison of goods and services marketing; salient features of marketing of services; significance of financial services marketing; marketing mix for financial services.

UNIT IV

Marketing of Banking Services: Products and services in banking; elements of product mix; product life cycle and product strategies; using product life cycle to manage marketing of banking products; new product development; branding in bank marketing; process and product development cycle for banking services.

UNIT V

Distribution, Pricing and Promotions Strategy for Banking Services: Channels of distribution for banks, types of branches, electronic methods of distributing financial services; pricing of banking products / services, pricing objectives, pricing methods, price setting in practice; promotion of banking products/services, sales promotion, internal communication.

UNIT VI

Attracting and Retaining Customers: Defining customer value and satisfaction, factors influencing consumer behaviour in banking, relationship marketing and attracting customers, customer relationship management, retaining customers through quality service and values, delivering customer value and satisfaction, image as a managed perception, customer service and customer care.

UNIT VII

Marketing of Mutual Funds: Performance based differentiation strategies; Indian investors and mutual funds; marketing strategies for Indian Mutual Funds.

UNIT VIII

Marketing of Insurance Services: Need, scope and limitations of insurance services marketing; strategies for effective marketing, role of other institutions in marketing of insurance services;

Suggested Readings:

Eric Reidenbach R. & Robert Pits E. 1986. *Bank Marketing – A Guide to Strategic Planning*, Prentice Hall.

Jha, S.M. 2007. *Services Marketing*, Himalaya Publishing House.

Philip Kotler. Abraham Koshy. Mithileshwar Jha. 2007. *Marketing Management – A South Asian Perspective*, Prentice Hall.

Rajeev K. Seth. 2000. *Marketing of Banking Services*. Macmillan India Ltd.

BANK 502

PRINCIPLES AND PRACTICE OF INSURANCE

2+1

Objective

To impart to the students theoretical as well as practical knowledge with respect to different types of insurance and to give them a picture about the insurance market in India.

Theory

UNIT I

Concept of risk in insurance: Definition, degree of risk, categories of risk, types of pure risk, types of personal risk, types of property risks; Concept of insurance: Definition, basic characteristics of insurance, purpose and need of insurance, role of insurance in economic development; Risk management: Meaning, objectives of risk management – prior to a loss and after a loss, risk management process.

UNIT II

Essentials of a valid contract: Offer and acceptance, consensus ad idem, capacity to enter into a contract, consideration, legality of objective; void and voidable contracts; immoral and illegal contracts

UNIT III

Basic principles of insurance: Principle of co-operation, principle of large numbers, principle of equality of risk; Fundamental principles of insurance contracts – indemnity, insurable interest, subrogation, utmost good faith, contribution, proximate cause, mitigation of loss; reinsurance and double insurance.

UNIT IV

Types of insurance: Life Insurance – Principles of life insurance; difference between life insurance and other insurance contracts; life insurance products - term life insurance, endowment assurance policies, whole life insurance, unit linked insurance, annuity policies, group insurance, micro insurance, riders, life insurance underwriting, pricing, policy benefits payment.

UNIT V

General insurance – types of losses covered, types of property insurance – fire insurance, engineering insurance, transit insurance, accident insurance, income insurance, liability insurance, personal insurance.

UNIT VI

Agricultural insurance: crop insurance, Rashtriya Krishi Bima Yojana (National Agricultural Insurance Scheme) – objectives of the Scheme, crops covered in Kerala,

farmers and risks covered, sum insured, limit of coverage, premium rates and subsidy, scheme approach, levels of indemnity and threshold yield; loss assessment and indemnity.

UNIT VII

Insurance market in India: Origin and growth of insurance companies in India – LIC, GIC, private sector and foreign insurance companies; Agriculture Insurance Company Ltd.; Bancassurance; Malhotra Committee on Insurance Sector Reforms – main recommendations; Insurance Regulatory Development Authority (IRDA) – objectives, powers and functions.

Practical

General procedures for taking life insurance and general insurance policies; forms and documents used in insurance- proposal forms, first premium receipt, renewal premium receipt, policy contract, endorsements, renewal and bonus notices; claims documents – maturity claims, death claims, alternative proof of death; settlement procedure for life insurance policies, maturity claims, death claims; computation of premiums and bonuses- extra premiums, rider premiums, use of life tables; computation of benefits - surrender value, paid up value; loss assessment and indemnification in case of farmers insured under National Agricultural Insurance Scheme.

Suggested Readings

George Rejda, E. 2006. *Principles of Risk Management and Insurance*, Scott, Foresman & Company.

Kanwal, I.S. 1995. *Text Book of Insurance*. Kalyani Publishers

Mishra K.C. & Kumar C.S. 2009. *Life Insurance: Principles and Practice*. Cengage Learning.

Mishra K.C. & Thomas G.E. *General Insurance: Principles and Practice*. Cengage Learning
Palande, P.S. Shah R.S. Lunawat M. L. 2004. *Insurance in India: Changing Policies and Emerging Opportunities*, Sage.

Trieschmann. Hoyt. & Sommer. 2007. *Risk Management and Insurance*. South Western.

BANK 503

WORKING CAPITAL MANAGEMENT

2+1

Objective

To provide the student an overview of the concepts, approaches and theories of working capital management as well as to make the student proficient in the computation of working capital requirement of firms.

Theory

UNIT I

Concept of Working Capital: Meaning of working capital; concepts of working capital - gross working capital, net working capital, balance sheet concept, operating cycle or circular flow concept; kinds of working capital – fixed working capital, fluctuating working capital; components of working capital; importance of adequate working capital, need or objects of working capital; factors determining working capital requirements, conservative approach, aggressive approach;

UNIT II

Management of Working Capital: Objectives of working capital management; issues in working capital management – liquidity vs profitability: risk – return trade – off: effect of level of current assets on the profitability – risk trade –off, effect of change in current

liabilities on profitability – risk trade – off, combined effect of changes in current assets and current liabilities on profitability – risk trade – off.

UNIT III

Financing of working capital – financing of permanent / fixed or long – term working capital, financing of temporary, variable or short – term working capital, determining the working capital financing mix – matching /hedging approach, conservative approach, aggressive approach; new trends in financing working capital by banks ; forecast/ estimate of working capital requirements of trading and manufacturing concerns – operating cycle approach to working capital management; criteria for evaluation of working capital management: ratio analysis - ratios to analyse efficiency of working capital, ratios to analyse liquidity of working capital elements, ratios to analyse the structure of working capital.

UNIT IV

Managing Components of Working Capital: Management of cash – nature of cash; motives for holding cash; cash management – cash planning, cash forecasts and budgeting, receipts and disbursements method, adjusted net income method; methods of accelerating cash inflows; determining optimum cash balance – cash budget, cash management models- Inventory model/ William J. Baumol's model, Stochastic model/ Miller and Orr model, profitability model; Receivables Management – costs of maintaining receivables, factors influencing size of receivables, forecasting the receivables, dimensions of receivables management : credit policy – credit standards, credit period, cash discount, collection programme; formulating and executing collection policy; credit evaluation; Inventory Management – meaning and nature of inventory, motives for holding inventories, costs associated with inventories, tools and techniques of inventory management; Payables management – significance of payables, types of trade credit, determinants of trade credit, cost of credit, advantages of payables, effective management of payables.

UNIT V

Fund Flow Statement: Meaning and definition of funds and flow of funds, significance of funds flow statement, procedure for preparing funds flow statement – schedule of changes in working capital, statement of sources and application of funds – funds from operations.

UNIT VI

Cash Flow Statement: Classification of cash flows, significance and limitations of cash flow statement, preparation of cash flow statement, methods of calculating cash flows from operating activities.

Practical:

Forecast/estimate of working capital requirements for trading concerns and manufacturing concerns using operating cycle method and ratio analysis; calculation of minimum stock level, maximum stock level and reordering level of inventory; computation of Economic Order Quantity; preparation of cash budget; preparation of schedule of changes in working capital, calculation of funds from operations, preparation of funds flow statement; preparation of cash flow statement.

Suggested Readings

Khan M.Y. Jain P.K. 2008. *Financial Management – Text & Problems*. Tata McGraw – Hill.

Pandey I.M. 2005. *Financial Management*. Vikas Publishing House.

Shashi K. Gupta. Sharma R.K. 2007. *Financial Management – Theory and Practice*. Kalyani Publishers.

The Institute of Chartered Financial Analysts of India. 2006. *Financial Management for Managers*. ICAI University.

Objective

The students should be able to acquire a basic knowledge of various aspects of riskmanagement and to understand the different dimensions of risk and its impact.

TheoryUNIT I

Risk Management: Concepts of risk, capital and return, risk in banking business, banking risks – liquidity risk, interest rate risk, market risk, default or credit risk and operational risks, management of risks – risk identification, risk measurement, risk pricing, risk monitoring and control and risk mitigation; Risk regulations in banking industry – Basel norms.

UNIT II

Market Risk: Concept of market risk, market risk in banks, market risk management, market risk measurement – sensitivity, Basis Point Value (BPV), duration, downside potential, back testing, stress testing; market risk monitoring and control.

UNIT III

Credit Risk: Credit risk management framework, organization structure, credit risk measurement, credit risk control and monitoring, credit risk policies and guidelines at transaction level, credit control and monitoring at portfolio level, controlling credit risk through loan review mechanism, credit risk mitigation.

UNIT IV

Operational Risk: Classification of operational risk – cause based, effect based and event based, operational risk management practices, management overview and organizational structure, operational risk processes and framework, risk monitoring and control practices, operational risk quantification, operational risk mitigation; Integrated Risk Management : Necessity, approach.

UNIT V

Asset Liability Management in Banks: Components of a bank's balance sheet – components of liabilities, components of assets, bank's profit and loss account, meaning and significance of Asset Liability Management (ALM), purpose and objectives of ALM; Liquidity Management – definition, dimensions and role of liquidity and risk management, measuring and managing liquidity risk – developing a structure for managing liquidity risk, setting tolerance level and limit for liquidity risk, measuring and managing liquidity risk; Interest rate risk – essentials, sources, effects and measurement of interest rate risk, interest rate risk measurement techniques – repricing schedules, gap analysis, duration, simulation approaches, strategies for controlling interest rate risk, controls and supervision of interest rate risk management; management of exchange risk – definition of foreign exchange risk, nature of exchange risk – transaction exposure, translation exposure, operating exposure; managing foreign exchange risk, tools and techniques for managing foreign exchange risk – forward contracts, money market instruments, options, futures, swaps.

UNIT VI

RBI Guidelines on ALM: Historical background to the adoption of ALM by banks in India; significance of ALM in banks – volatility, product innovations, regulatory environment, management recognition, ALM organization, RBI guidelines on liquidity, currency and interest rate risk management.

Suggested Readings

Indian Institute of Banking and Finance.2008. *Risk Management*. Macmillan
Rene Stulz M. 2009. *Risk Management and Derivatives*. Cengage Learning
Seethapathi .K..2007. *Risk Management – An Enterprise Wide Approach*. ICFAI.

Objective

The student is expected to develop sufficient knowledge about prospective investments, their selection, and their risk – return trade – off, which will enable the student to take a long-term view of the securities market and take wise investment decisions.

TheoryUNIT I

Concept of Risk and Return in Investment: Meaning of risk and return, elements of risk – systematic risk and unsystematic risk; single period returns, multi – period returns, expected return of a security, expected return of a portfolio of securities, standard deviation and variance of returns, variance of a portfolio of securities, measurement of risk in portfolio context – business and firm specific risks, the non – diversifiable risk of a portfolio, risk decomposition, Beta (β), estimating β values – historical β , ex- ante β , adjusted β .

UNIT II

Fundamental Analysis: Meaning, objectives and beliefs of fundamental analysis, framework for fundamental analysis - Economy – Industry – Company Analysis, concept of intrinsic value, economy analysis – key economic variables, economic forecasting methods – anticipatory surveys, barometric or indicator approach, diffusion indices, econometric model building approach, GNP model building approach/ opportunistic model building; industry analysis – key characteristics in an industry analysis, concept of industry, industry life cycle, industry characteristics, business cycle analysis; company analysis – significance of company analysis, analysis of financial statements – ratio analysis, non – financial parameters.

UNIT III

Equity Valuation Models: Concept of present value, share valuation model – one year holding period, multiple year holding period; multiple growth model, discount rate, multiplier approach to share valuation, regression analysis.

UNIT IV

Bond Valuation: Bond terminology, types of bonds, bond market innovations, bond derivatives, value of a bond, bond yield measures – coupon rate, current yield, spot interest rate, yield – to – maturity, yield to call, realized yield, capital gain (loss); bond price analysis, bond pricing theorems, bond risks, bond duration.

UNIT IV

Technical Analysis: Concept of technical analysis, technical trading rules and indicators, the Dow theory- six basic tenets of Dow theory, price charts – line charts, bar charts, Japanese Candlestick Charts, point and figure charts; trends and trend reversals; chart patterns – support and resistance, reversal patterns – head and shoulder formation, inverse head and shoulder formation, continuation patterns- triangles, flags and pennants; trend lines, trend channels, support and resistance, Elliot Wave Theory; mathematical indicators: moving averages – simple moving average, weighted moving average, exponential moving average; oscillators – rate of change, relative strength index, moving average convergence and divergence; market indicators – breadth of the market, short interest, odd-lot index, mutual fund cash ratio.

UNIT V

Portfolio Analysis: Expected return of a portfolio, risk of a portfolio, reduction of portfolio risk through diversification, portfolios with more than two securities, risk-return calculations of portfolios with more than two securities.

UNIT VI

Portfolio Selection: Feasible set of portfolios, selection of optimal portfolio- limitations of Markowitz Model, single index model, multi-index model; Capital Asset Pricing Model-

assumptions of CAPM, efficient frontier with riskless lending and borrowing, the capital market line, the security market line, CAPM, pricing of securities with CAPM

UNIT VII

Portfolio Revision: Need for revision, meaning, constraints, strategies- formula plans: constant rupee value plan, constant ratio plan, dollar cost averaging.

UNIT VIII

Portfolio Evaluation: Need, meaning, measuring portfolio return, risk adjusted returns – Sharpe Ratio, Treynor Ratio, differential return

Practical:

Calculation of expected return, standard deviation and variance of returns, variance of a portfolio of returns, single period and multi – period returns, estimation of return using regression method, measurement of systematic risk, estimation of β values – historical β , ex – ante β , adjusted β ; case studies on fundamental analysis; calculation of present values of cashflows, computation of selling price of a share to give a specified intrinsic value, present value of a stock; calculation of current yield, yield to call and yield to maturity of a bond, decisions on sell or hold the bond, computation of duration of a bond; exercises on fundamental and technical analysis.

Suggested Readings

Bhalla, V. K. 2007. *Investment Management – Security Analysis and Portfolio Management*, S. Chand & Co.

Kevin, S. 2007. *Portfolio Management*, Prentice Hal

The Institute of Chartered Financial Analysts of India. 2005. *Security Analysis*. ICFAI University.

BANK 506

FINANCIAL DERIVATIVES

2+1

Objective

The course enables the student to understand the fundamentals of derivative products in the context of risk management. The practical sessions covering applications of futures and options, trading, clearing and settlement will impart necessary knowledge and courage to the students to enter the derivative markets of stock exchanges.

Theory

UNIT I

Introduction to Derivatives: Definition, products, participants and functions; types of derivatives; development of exchange – traded derivatives; global derivatives markets; exchange – traded vs. OTC derivatives markets; derivatives market in India.

UNIT II

Introduction to futures and options: Forward contracts, characteristics of forward contracts, determining forward prices, limitations of forward markets; introduction to futures, distinction between futures and forward contracts, futures terminology, types of futures contracts, functions of futures market – price discovery and hedging;

UNIT III

Options: Introduction to options, option terminology, characteristics of options, futures and options, factors affecting option prices – intrinsic value, time value, period of the option, volatility, interest rate differentials, US \$ interest rate; option Greeks/risks and sensitivities – delta, gamma, vega, theta, rho; basic option strategies – straddles, strangles, spreads.

UNIT IV

Swaps: Evolution of swaps, economic rationale of swaps, types of swaps – interest rateswaps and currency swaps, swaps terminology, basic structure of swaps, valuation and pricing of swaps.

UNIT V

Market Index: Understanding the index number; economic significance of index movements; index construction; types of indexes; desirable attributes of an index; the S&P CNX nifty; applications of index; index derivatives.

UNIT VI

Applications of futures and options: Futures payoffs; pricing futures; application of futures; options payoffs; pricing options; application of options.

UNIT VII

Trading: Futures and options trading system: the trader workstation; futures and options market instruments; criteria for stocks and index eligible for trading.

UNIT VIII

Clearing and settlement: Clearing entities; clearing mechanism; settlement mechanism; risk management.

UNIT IX

Regulatory framework: Regulation for derivatives trading; position limits; accounting for futures and options.

Practical

Computation of profit or loss from futures contract, arbitrage return, time value of the option, total initial margin payable by trading member, MTM profit/loss, outstanding position for calculating initial margin and net obligation to /from clearing corporation; hedging in futures markets.

Suggested Readings

John Hull C. 2007. Options, Futures and other Derivative Securities, Prentice Hall

The Institute of Chartered Financial Analysts of India. 2005. *Security Analysis*. ICAI University.

Vijaya Bhaskar. Mahapatra B. 2003. *Derivatives Simplified – An Introduction to Risk Management*, Response Books.

www.nseindia.com.

BANK 507

CURRENCY FUTURES

2+1

Objective

To expose the students to foreign exchange derivatives and the process of trading, clearing, settlement and risk management of currency futures.

Theory

UNIT I

Introduction to currency market: Basic foreign exchange definitions, exchange rate mechanism, major currencies of the world, overview of international currency markets, economic variables affecting exchange rate movements.

UNIT II

Foreign Exchange Derivatives: Derivatives defined, derivative products, growth drivers of derivatives, market players, key economic functions of derivatives,

UNIT III

Exchange Traded Currency Futures: Currency futures- definition, futures terminology, rationale behind currency futures, interest rate parity and pricing of currency futures.

UNIT IV

Strategies Using Currency Futures: Speculation in currency futures markets, long position in futures, short position in futures, hedging using currency futures, trading spreads using currency futures, arbitrage.

UNIT V

Trading: Currency futures contract specifications, trading parameters, tenors of futures contract, trader workstation screen, entities in the trading system, types of order, mark – to – market, position limits.

UNIT VI

Clearing, Settlement and Risk Management: Clearing entities, clearing mechanism, settlement mechanism, risk management measures, margin requirements.

UNIT VII

Regulatory Framework for Currency Derivatives: Securities Contract Regulation Act, 1956, Securities and Exchange Board of India Act, 1992, RBI – SEBI Standing Technical Committee on Exchange Traded Currency and Interest Rate Derivatives, eligibility criteria for members.

UNIT VIII

Accounting, Taxation and Codes of Conduct: Accounting, taxation of derivative transaction in securities; code of conduct and investor protection measures, adherence to SEBI codes of conduct for brokers/ sub – brokers, adherence to code of conduct specific to ETCF segment, grievance redressal mechanism to investors.

Practical

Deriving forward rate from spot rate, analysis of market conditions to take long and short position in futures, hedging with currency futures, profit from arbitrage strategy, settlement of currency futures contracts, determination of open position of a clearing member.

Suggested Readings

Rene Stulz M. 2009. *Risk Management and Derivatives*. Cengage Learning

www.nseindia.com

www.nism.ac.in

BANK 508

DEPOSITORY SERVICES

3+0

Objective

The students will be exposed to the process of dematerialization of securities, the role of various capital market intermediaries and the legal framework within which the depository has to function.

Theory

UNIT I

Overview of the Capital Market: Primary Market- SEBI- issue guidelines, intermediaries, book building; secondary market- stock exchanges-history, SEBI guidelines, Stock Exchange Committees; Stock brokers- eligibility, SEBI regulations and guidelines; mutual funds – history, SEBI regulations and guidelines; FIIs and GDRs- GDR process; trading systems- history, automation benefits; clearing systems- history, settlement / trade guarantee, benefits; settlement systems – history, netting, depository, funds; overview of NSDL.

UNIT II

Legal Framework for the Depository: Various statutes, salient features – option, indirect interface, dematerialisation, SEBI mandates in respect of trading/ settlement, amendment to NSDL bye laws/ business rules, taxation, new instruments; organisation structure of Depository : Incorporation, promoter and shareholders, SEBI registration and Certificate of Commencement, governing board, executive committee, other committees.

UNIT III

Business Partners: Business partners of NSDL- direct users: Depository Participants (DPs), CCs / CHs, Issuers, Registrar and Share Transfer Agents; Indirect users – retail investors- domestic, NRI; institutional investors/ corporates.

UNIT IV

Services offered by Depository: Account opening; dematerialisation; rematerialisation; off-market transfers; pledging/ hypothecation; corporate action; public issues; units of mutual funds; government securities; stock lending and borrowing.

UNIT V

Trading and Settlement: Salient features, procedure for Buying / Selling, pay- in, pay –out, settlement in respect of institutional trades, precautions.

UNIT VI

Technology Platform: Salient features, hardware, software, networking, NSDL application software; Charges: Salient features, NSDL charges, DP charges; Safety: General, Specific and System level, benefits and safety.

Suggested Readings

National Securities Depository Ltd. 2009. Depository Operations Module, NSDL.

National Securities Depository Ltd.2009. Investor’s Guide to Depositories, NSDL.

National Stock Exchange of India Ltd.2008. Indian Securities Market: A Review, NSEIL.

www.nsdl.co.in

B. MINOR COURSES

ACCT. 501

FINANCIAL ACCOUNTING

2+1

Objective

To introduce the students to basics of accountancy and financial mathematics and to develop understanding in the basic financial concepts.

Theory

UNIT I

Accounting: Definition, scope and functions, accounting principles, concepts of accounting, accounting standards, nature of accounts – types of accounts; journalizing of transactions, ledger posting, balancing, trial balance.

UNIT II

Practical system of accounting: Subsidiary books – cash book: various types, purchases book, purchase returns book, sales book, sales returns book, bills receivable book, bills payable book, journal proper.

UNIT III

Capital and revenue: capital expenditure, revenue expenditure, capital receipts, capital payments; inventory valuation – meaning of inventory, objectives of inventory valuation, methods of inventory valuation.

UNIT IV

Final accounts of sole trader: Trading account, profit and loss account, closing and adjusting entries, balance sheet.

UNIT V

Bank Reconciliation Statement: Need, causes of difference between cash book balance and pass book balance, preparation of bank reconciliation statement.

UNIT VI

Accounting Errors: Disagreement of trial balance, classification of errors, location of errors, rectification of errors, suspense account and rectification, rectification of errors when books are closed.

UNIT VII

Bills of Exchange; joint ventures; consignment accounts; partnership accounts –partner’s capital and loan accounts, goodwill and its valuation, admission of a partner, retirement and death of a partner.

UNIT VIII

Calculation of Interest: simple and compound interest, EMIs, fixed and floating interest rates, annuities – future value of an ordinary annuity, present value of an ordinary annuity, future value of annuity due, present value of an annuity due, amortization of a debt, sinking funds.

Practical

Preparation of journal, ledger posting, trial balance, final accounts of sole trader, various types of cash book; provision of depreciation under different methods, exercises on rectification of errors, bank reconciliation statement; accounting entries relating to bill transactions, joint venture and consignment; preparation of partnership accounts, calculation of interest, EMI and annuities.

Suggested Readings

Indian Institute of Banking and Finance. 2008. *Accounting and Finance for Bankers*.

Macmillan

Jain S.P. & Narang K.L. 2006. *Principles and Practice of Accountancy*. Kalyani Publishers.

Vinayakam N. & Charumati B. 2002. *Financial Accounting*. S. Chand & Co. Ltd.

ACCT. 502

ACCOUNTING AND FINANCE FOR MANAGERS

2+1

Objective

To impart an indepth knowledge to the students about the principles of financial management and the techniques of analysis and interpretation of financial statements. They are expected to be conversant with the capital budgeting techniques which would enable them to take decisions regarding capital investments.

Theory

UNIT I

Analysis of financial statements: Financial ratio analysis- meaning of ratio, nature of ratio analysis, guidelines or precautions for use of ratios, classification of ratios – liquidity ratios, solvency ratios, profitability ratios, activity ratios, interpretation of ratios, uses and limitations of ratio analysis.

UNIT II

Leverage analysis: Concept, definition and meaning; types; financial, operating and combined leverage; degree of leverage – computation of degree of leverage.

UNIT III

Capital Budgeting: Meaning and nature of capital budgeting, need and importance of capital budgeting, capital budgeting process, kinds of capital budgeting decisions, methods of capital budgeting or evaluation of investment proposals – traditional methods – pay – back period, rate of return method; time – adjusted or discounted cash flow methods – net present value method, internal rate of return method, profitability index method or benefit – cost ratio; advantages, limitations and application of different methods of appraisal.

UNIT IV

Social Cost Benefit Analysis: Concept of Social cost benefit analysis/social accounting, indicators of social desirability of a project, social accounting: meaning and concept, objectives of social accounting, need/benefits of social accounting, social accounting approaches, social accounting in India.

UNIT V

Project Management: stages involved in project management, appraisal of projects, implementation of the project – network techniques – Project Evaluation and Review Technique (PERT) and Critical Path Method (CPM), difference between PERT and CPM, review and control of the project.

Practical

Computation and interpretation of ratios for analysis of financial statements of joint stock companies; Calculation of operating and financial leverage; Appraisal of Capital investment decisions using different methods.

Suggested Readings

Khan M.Y. Jain P.K. 2008. *Financial Management – Text & Problems*. Tata McGraw – Hill.
Pandey I.M. 2005. *Financial Management*. Vikas Publishing House.
Shashi K. Gupta. Sharma R.K. 2007. *Financial Management – Theory and Practice*. Kalyani Publishers.

ACCT. 503 ACCOUNTING OF BANKING AND INSURANCE COMPANIES (2+1)

Objective

To make the students aware of the legal and regulatory framework of banking companies and to gain practical knowledge about the accounting practices of banking and insurance companies.

Theory

UNIT I

Banking Legislation in India: Banking Regulation Act, 1949- objectives, important provisions: definitions – banking, banking company, approved securities, demand and time liabilities; permitted and prohibited business of a banking company; capital requirements; regulation of voting rights of shareholders; restriction on commission, brokerage, discount on sale of shares; restriction as to payment of dividend, reserve fund; maintenance of liquid assets; powers of the Reserve Bank of India – cash reserve, licensing of banking companies, opening of new place of business, power of inspection, profit and loss account and balance sheet; audit of bank accounts; acquisition of banking companies; winding up of a banking company, amalgamation of banking companies.

UNIT II

Basel II and Banks' Initiatives: Risks covered under Basel I, limitations of Basel I which paved the way to Basel II., birth of Basel II framework, stipulations of three Pillars under Basel II, Preparatory measures adopted by RBI for Basel II implementation, RBI guidelines for implementation of Basel II, Basel II – Pillar 1, Pillar 2 and Pillar 3.

UNIT III

Capital Adequacy Ratio: Tier I and Tier II capital, risk weighted assets, off balance sheet items, Capital to Risk Weighted Assets Ratio (CRAR); Non- performing Assets : Prudential norms, classification of various categories of nonperforming assets, provisioning norms.

UNIT IV

Accounts of Banking Companies: Accounting policies for banking sector; accounting treatment of - income recognition, bad debts and provision for bad debts, provision for taxation, rebate on bills discounted, interest on doubtful debts; Profit and Loss account and Balance Sheet; Schedules to Profit and Loss account and Balance Sheet.

UNIT V

Insurance Companies Accounts: Insurance Regulatory and Development Authority (Preparation of Financial Statements and Auditor's Report of Insurance Companies) Regulations, 2002 – Schedule A for life insurance business and Schedule B for general insurance business - accounting principle for preparation of financial statements: applicability of accounting standards, premium, acquisition costs, claims cost; actuarial valuation, procedure to determine value of investments, loans, linked business, funds for future appropriation; Disclosures forming part of financial statements; general instructions for preparation of financial statements; contents of management report; preparation of

Tally, accounts organization; creation of different entries using the package – company information, account information, day book, list of accounts, account books, trial balance, cash/funds flow, vouchers entry, preparation of P&L account, balance sheet using the package, ratio analysis; inventory and statements of inventory; taking soft copy and hard copy using the package.

UNIT-V

Introduction to HTML: HTML Tags – Marquee, Font size, BG Color, <H1>, <U>, , <EMBED SRC>, , , <a HREF>, <TABLE>, <TR>, <TD> .

Creation of WebPage using HTML tags.

UNIT-VI

Introduction to E-Commerce Models: Business to consumer, business to business, consumer to business, consumer to consumer; recent developments in IT.

Practical

Managing different data types-creation of tables-Linking different tables using Primary Key and Secondary key concept-Creations of Queries, Forms, Reports-Statistical Analysis using EXCEL and SPSS (Mean, Median , Mode, Variance, Standard deviation, Correlation, Regression)-Mathematical and Financial functions-Pivot Table reports-Sorting and grouping-Creation of graphs (Column, line, Pie, Scatter diagrams)-Filtering data-Preparation of Balance sheet, Profit & Loss Account, Ratio Analysis using Tally-HTML Tags-Creation of Web Page using HTML.

Suggested Readings

Elias M. Awad. Malcom H. Gotterer. 1992. *Database Management*: Boyd & Fraser Publishing Company.

Ivan Bayross. *Commercial Application Development using Oracle 2000*. BPB Publication.

Kamalesh K. Bajaj. Debjani Nag. 1999. *E-Commerce: - The Cutting Edge of Business*. Tata Mc Graw Hill

K.K. Nadhani. 1999. *Accounting with Tally*: - BPB Publications

Steven Holzner, 2007, HTML. Dreamtech.

Kathy Jacobs. 2007. *Microsoft Office EXCE - The L Line The Express Line to Learning*. Wiley India Publications.

SPSS. *SPSS Manual*

Note: Syllabus for the Supporting Course Stat 511 Statistical Methods for Applied Sciences (2+1) is the same as that of the other MSc. programmes of Kerala Agricultural University

Department of Co-operative Management
M.Sc (C&B) Co-operative Management
Courses offered

1. Major Subjects (minimum 20 credits to be offered)

Sl. No	Course Code	Course Title	Credit
1	Cmgt 501	Advanced Co-operative Theory	3+0
2	Cmgt 502	Legal Environment of Co-operatives	2+1
3	Cmgt 503	Financial Management in Co--operatives	2+1
4	Cmgt 504	Organisational Behavior of Co-operatives	2+1
5	Cmgt 505	Strategic Management in Co-operatives	2+0
6	Cmgt 506	Human Resource Development in Co-operatives	2+0
7	Cmgt 507	Production and Operations Management in Co-operatives	2+1
8	Cmgt 508	Materials and Logistics Management in Co-operatives	2+0
9	Cmgt 509	Management Information System in Co-operatives	2+1
10	Cmgt 510	Management of Co-operative Banks	2+1
11	Cmgt 511	Management of Dairy Co-operatives	2+1
12	Cmgt 512	Management of Marketing Co-operatives	2+1
13	Cmgt 513	Management of Micro Finance and Micro Enterprises	1+1

2. Minor subjects (minimum 8 credits)

*The subject closely related to the above identified area may be selected from the majorsubjects offered in M. Sc. (C&B) Rural marketing Management/ M. Sc. (C&B) Rural Banking and Finance Management/ M. Sc. Agricultural Extension/ M. Sc. (C&B) Development Economics/ M. Sc. Agricultural Economics.

3. Supporting subjects (minimum 6 credits)

Sl. No	Course Code	Course Title	Credit
1.	Comp 501	Computer Application for Management	1+1
2.	Stat 502	Statistical Methods for Applied Sciences	3+1

4. Seminar

Sl. No	Course Code	Course	Credit
1	Cmgt 591	Seminar	0+1

5. Common courses (minimum 5 credits)

CODE	COURSE TITLE	CREDITS
PGS 501	Library and Information Services	0+1
PGS 502	Technical Writing and Communications Skills	0+1
PGS 503 (e-Course)	Intellectual Property and Its Management in Agriculture	1+0
PGS 505 (e-Course)	Agricultural Research, Research Ethics and Rural Development Programmes	1+0
Relevant Courses offered in the SWAYAM platform		0+1

6. Research

Sl. No	Catalogue No.	Course	Credit
1	Cmgt 599	Research	30

SYLLABUS

1. Cmg 501 Advanced Co-operative Theory (3+0)

Syllabus:

1. Co-operative ideology-ancient and modern forms of organization; genesis of modern co-operative doctrines.
2. Contributions of Robert Owen, Charles Fourier, Dr. William King and Louis Blanc. Raiffeisenism; Theory of workers control of co-operatives of GDH Cole; Horace Plunkett's state partnered co-operation; Paul Lamberts social philosophy of co-operation; Gandhiji's moral basis of co-operation; Nehru's philosophy of co-operation; Gadgil ideas on co-operative common wealth.
3. Co-operative growth models-socialistic school model- School of modified capitalism-co-operative socialistic school-co-operative common wealth school.
4. Co-operative forms of organizations- differentiation with other forms of organizations.
5. Principles of co-operation-a critical evaluation of principles; Co-operative integration-vertical and horizontal.

Objectives:

Students will be aware of the origin need concept, importance of co-operatives, micro and macro theories and lessons from the development and histories of co-operatives from different part of the world. Moreover the students will familiarize with the major co-operative development in India and characteristics of co-operative organisations.

Contents:

UNIT 1

Co-operative ideology-ancient and modern forms of organization; genesis of modern co-operative doctrines.

UNIT 2

Contributions of Robert Owen, Charles Fourier, Dr. William King and Louis Blanc. Raiffeisenism; Theory of workers control of co-operatives of GDH Cole; Horace Plunkett's state partnered co-operation; Paul Lamberts social philosophy of co-operation; Gandhi's moral basis of co-operation; Nehru's philosophy of co-operation; Gadgil ideas on co-operative common wealth.

UNIT 3

Co-operative growth models-socialistic school model- School of modified capitalism- co-operative socialistic school-co-operative common wealth school.

UNIT 4

Co-operative forms of organizations- differentiation with other forms of organizations.

UNIT 5

Principles of co-operation-a critical evaluation of principles; Co-operative integration-vertical and horizontal.

Suggested readings:

1. John Winfred, Kulandaiswamy V (1987) "History of Co-operative Thought", Rainbow publication Coimbatore
2. Krishnaswami O R, Kulandaiswamy V(200), Co-operation concepts and theory, Arundhra academy Coimbatore
3. Dubashi PR (1970) Principles and philosophy of co-operation, VAMNICOM, Pune
4. Dwivedhi RC (1989) Jawaharlal Nehru- His vision of co-operatives, The CoopTimes New Delhi
5. NCUI (1975) Anthology of Co-operative Thought, National Co-operative Union of India.

2. Cmgt 502 Legal environment of Co-operatives (2+1)

Syllabus:

1. Co-operative legislations and its role in promotional, developmental and regulatory aspects of co-operative movement.
2. Indian co-operative law viz; co-operative principles, laws relating to principles of voluntary association-laws relating to principle of open membership, democratic control, member economic participation, member economic control, autonomy and independence, co-operation among co-operatives, concern to community.
3. Report of model co-operatives act- restrictive provisions in the co-operative societies act – features of model act
4. Comparison of multi state co-operative societies act, 2002 and Producer
5. Company's legislation in the form of companies amendment act, 2002- initiatives on self-reliant co-operatives act.

Objectives:

The students will have technical understanding of co-operative acts and rules in relation to the co-operative principles

Contents:

UNIT 1

Co-operative legislations and its role in promotional, developmental and regulatory aspects of co-operative movement.

UNIT 2

Indian co-operative law viz; co-operative principles, laws relating to principles of voluntary association-laws relating to principle of open membership, democratic control, member economic participation, member economic control, autonomy and independence, co-operation among co-operatives, concern to community.

UNIT 3

~~Report of model co-operatives act- restrictive provisions in the co-operative societies act – features of model act~~

UNIT 4

Comparison of multi state co-operative societies act, 2002 and Producer Company's legislation in the form of companies amendment act, 2002- initiatives on self-reliant co-operatives act.

Practical:

Case analysis on the above topic

Suggested readings:

1. Veeraman P E (1986), Indian Co-operative vis-à-vis Co-operative Principles, ICA, New Delhi
2. Daman Prakash (1988), Co-operative Democracy vis –a-vis Members Education ,Co-op Times New Delhi
3. Multi State Co-operative societies act, 2002
4. Report of the committee on Model co-operative act 1991
5. Kerala Co-operative Societies Act 1969

3. Cmgt 503 Financial Management in Co-operatives (2+1)

Syllabus:

1. Nature and objectives of financial management in co-operatives; Strategic planning and financial planning; Organization of financial management in co- operatives
2. Financial statements of co-operatives funds and cash flow statements; financial ratio analysis; operating and financial position analysis.
3. Cash forecasting under certainty and uncertainty; estimation of working capital requirements; cash credit system; lending norms and credit authorization; fundsrequirement under seasonal and cyclical conditions; follow up of bank credit; credit appraisal. Management of accounts receivable – trade credit policy monitoring of accounts receivables; financial aspects of inventory management.
4. Investment appraisal technique – discounted cash flow techniques – break evenanalysis.
5. Capital structure planning in co-operatives – leverage analysis and debt equity mix; Cost of capital; investment decisions cash flow estimations- appraisal techniques – capital rationing – capital budgeting – process-resource allocation. Debt financing; institutional financing; equity financing; distribution of surplus and ploughing back of surplus in co-operatives, financial reporting system in co-operatives.

Objectives:

The students will acquire knowledge and skills that enable them to understand financial management and its application to co-operatives.

Contents:

UNIT1

Nature and objectives of financial management in co-operatives; Strategic planning and financial planning; Organization of financial management in co-operatives

UNIT 2

Financial statements of co-operatives funds and cash flow statements; financial ratio analysis; operating and financial position analysis.

UNIT3

Cash forecasting under certainty and uncertainty; estimation of working capital requirements; cash credit system; lending norms and credit authorization; funds requirement under seasonal and cyclical conditions; follow up of bank credit; credit appraisal. Management of accounts receivable – trade credit policy monitoring of accounts receivables; financial aspects of inventory management.

UNIT 4

Investment appraisal technique – discounted cash flow techniques – break even analysis.

UNIT 5

Capital structure planning in co-operatives – leverage analysis and debt equity mix; Cost of capital; investment decisions cash flow estimations-appraisal techniques – capital rationing – capital budgeting – process-resource allocation. Debt financing; institutional financing; equity financing; distribution of surplus and ploughing back of surplus in co-operatives, financial reporting system in co-operatives.

Practical:

Exercise on above topics in different co-operatives

Suggested readings:

1. James V Vanhon (1994) Financial Management and Policy, Prentice Hall of India, New Delhi
2. Pande I M (1999) Financial Management, Vikas Publishing House, New Delhi
3. Shah AK (1986) Professional Management for Co-operatives, Vikas Publishing House, New Delhi
4. Ramchandra Reddy B (1992) Financial Management in Co-operatives, Print well Publishers Jaipur

4. Cmgt 504 Organizational Behavior of Co-operatives (2+1)

Syllabus:

1. Introduction to organization theory- classical, behavioral and modern. Organizational behavior- meaning and importance- fundamental concepts.
2. Motivation – theories of motivations- need theory, Herzberg's two factor theory, Equity theory – Expectancy Theory, Understanding and managing individual behavior.
3. Theories of personality perception- values-attitudes; theories of learning, organizational leadership; Leadership behavior – leadership theories, understanding and managing group behavior; process of interpersonal and group dynamics.
4. Organizational culture and organizational design- approaches to organizational culture- managing organizational culture- organizational climate.

5. Managing organizational communication: purpose of organizational communication- communication process- communication network.

Objectives:

The students will get acquainted with the concept and principles of organisational behaviour with special reference to the unique organisational structure and climate of co-operatives

Contents:

UNIT 1

Introduction to organization theory- classical, behavioral and modern. Organizational behavior- meaning and importance- fundamental concepts.

UNIT 2

Motivation – theories of motivations- need theory, Herzberg’s two factor theory, Equity theory – Expectancy Theory, Understanding and managing individual behavior.

UNIT 3

Theories of personality perception- values-attitudes; theories of learning, organizational leadership; Leadership behavior – leadership theories, understanding and managing group behavior; process of interpersonal and group dynamics.

UNIT 4

Organizational culture and organizational design- approaches to organizational culture- managing organizational culture- organizational climate.

UNIT 5

Managing organizational communication: purpose of organizational communication- communication process- communication network.

Practicals:

Cases on organisational behaviour, motivation, leadership and organisational communication

Suggested readings:

1. Keith Davis (1992) Human Behaviour at work, Organisational Behaviour, TataMc Grow Hill Publishing company New Delhi
2. MorHead Gregory and Griffin Ricky (1994) Organisational Behaviour, JacobPublishing House, Bombay
3. Fred Luthens (1992) Organisational Behaviour, Tata Mc Grow Hill Publishingcompany New Delhi
4. Pareek Uday (1988) Organisational Behaviour Process, Ravath PublicationsJaipur
5. Robins D Cenzos (1995) Human Resource Management, Mohan Makhragan andRekha Publishers Pvt Ltd New Delhi

5. Cmgt 505 Strategic Management in Co-operatives (2+0)

Syllabus:

1. Introduction to strategic management; role of general manager as an architect of strategy; Concept of strategy; need for strategic management in co-operatives; mission and objective of co-operative organizations.

2. Environment scanning and appraisal – socio economic environment- technological environment- competitive environment- political environment- regulatory environment; techniques of environment scanning and appraisal.
3. Strategic advantage factors; marketing research and developments; Engineering – production and operations- finance and accounting factors; Techniques of strategic analysis; Product portfolio analysis; Diagnosis of strategic advantages.
4. Strategic alternatives- definition of business-strategic alternative search-stability- expansion-diversification- retrenchment and combination strategy. Choice of strategy- managerial choice of factors- time dimension of strategy- reconciliation of members’ expectations and economic activities.
5. Implementation of strategy-role of CEO in implementation-interrelation between strategy and structure; stage of organizational development. Resource acquisition and allocation for strategy implementation-planning and control system- professionalization – evaluation of strategy; preparation of business development plans for co-operatives.

Objectives:

The student is exposed to the strategic management decision possess in cooperatives by analysing both external and internal environments that re influencing cooperative sector.

Contents:

UNIT 1

Introduction to strategic management; role of general manager as an architect of strategy; Concept of strategy; need for strategic management in co-operatives; mission and objective of co-operative organizations.

UNIT 2

Environment scanning and appraisal – socio economic environment- technological environment- competitive environment- political environment- regulatory environment; techniques of environment scanning and appraisal.

UNIT 3

Strategic advantage factors; marketing research and developments; Engineering – production and operations- finance and accounting factors; Techniques of strategic analysis; Product portfolio analysis; Diagnosis of strategic advantages.

UNIT 4

Strategic alternatives- definition of business-strategic alternative search-stability-expansion-diversification- retrenchment and combination strategy. Choice of strategy-managerial choice of factors- time dimension of strategy- reconciliation of members’ expectations and economic activities.

UNIT 5

Implementation of strategy-role of CEO in implementation-interrelation between strategy and structure; stage of organizational development. Resource acquisition and

allocation for strategy implementation-planning and control system-
professionalization – evaluation of strategy; preparation of business.

Suggested readings:

1. John A. P., Richard B. R. 1991. Strategic Management. All India Traveler BookSeller, New Delhi.
2. Michael U.P. 1987. Business Policy and Environment, S. Chand & CO. NewDelhi.
3. Cherunilam Francis, 1982. Business and Government, Himalaya PublishingHouse, Bombay.
4. Adhikari, M. 1992. Economic Environment of Business, Sultan Chand, NewDelhi.
5. Francis et.al. 1989. Business Policy, Himalaya Publishing House, Bombay.

6. Cmgt506 Human Resource Development inCo-operatives (2+0)

Syllabus:

1. Concept of human resource development-need for HRD in co-operatives. Cadres for co-operative personnel-recruitment-selection-induction-placement- transfer-retirement-down sizing.
2. Training and development-cross cultural training. Performance appraisal-career management-knowledge management counseling and monitoring.
3. Compensation and reward system-salary and wage administration-cafeteria system compensation-employee stock option plan-quality circles-quality of work life, flexi time work schedule-telecommuting.
4. Management of differences – grievance handling- discipline and domestic enquiry stress management.
5. Devising and implementing the HRD system-objectives-criteria-forms of support of top management- suitability to organizational character; role of CEO in HRD- role of line managers in HRD, member participation in management and operations of the co-operatives; Development of leadership in co-operatives.

Objective:

The students will be familiarized with hiring developing, compensating, employees and the methods of grievance handling in relation to cooperative principles and other proclamations.

Contents:

UNIT 1

Concept of human resource development-need for HRD in co-operatives. Cadres for co-operative personnel-recruitment-selection-induction-placement-transfer-retirement-down sizing.

UNIT 2

Training and development-cross cultural training. Performance appraisal- career management-knowledge management counseling and monitoring.

Objectives:

The student will get both theoretical and practical knowledge and exposure on different cost cutting methods and time saving techniques particularly in production process and materials handling.

Contents:

UNIT 1

Operations management – an overview- problems and perspectives-planning and policy-implementation.

UNIT 2

Facilities planning –product selection-process selection-facilities location-facilities layout and materials-handling-capacity planning. Work and job design – work design –job design.

UNIT 3

Operations planning and control-planning and control for batch production-planning and control for job shop production-planning and control of projects-maintenance management.

UNIT 4

Value engineering and quality assurance-value engineering-quality control.

UNIT 5

Materials management –purchase system and procedures-inventory management-stores management –standardization- codification, and variety reduction-waste management. Inventory control-decisions-ABC analysis-EOQ- safety stock-inventory policies-computerization-processing. Materials handling – system-loading-unloading- handling machineries-storage- documentation- warehousing-types -location-design. Transportation-types-importance. Organisation and planning strategic planning.

Practical:

Inventory control – materials handling – documentation – codification

Suggested readings:

1. Everret, E.,Adam,Jr. and Ronald,J. Ebert. Production and OperationsManagement, Prentice Hall of India Pvt Ltd., NewDelhi.
2. Buffa. Moden Productions/Operations Management, Wiley Eastern Ltd., NewDelhi
3. Alan Mublemann, John Oakland and Keith Lockkeys. Production and OperationsManagement, ELBS, London
4. Nair, N.G. Production and Operations Management, TMI Publishing CompanyLtd., New Delhi

8. Cmgt 508 Materials and Logistic Management in Co-operatives (2+0)

Syllabus:

1. Materials management dynamics- nature and scope, definition, total concept of materials management –an integrative view, an over view of

brief history of development.

2. Materials planning- forecasting, making the material plan work, material flow cycle, materials budget, purchasing-principles- procedures and practices-sources of supply and supply selection- purchase budget. Value analysis- definition, objectives and approach, value engineering.
3. Inventory management and control system- need for inventory and its control, determining safety stocks, inventory control techniques, need for a systems approach, materials requirements planning, computerization of inventory
4. Store management-storage system-location and layout, incoming material inspection and quality control, standardization and variety reduction- classification and codification. Materials accounting-flow of cost and inventory valuation, physical verification. Materials handling system, types of equipments, movement and storage cost synergy concept for materials handling.
5. Logistic information system. External information system- customer order pattern-materials handling system-stock reordering points-order procedures, internal information system-purchasing-production-marketing-finance-order processing cost-order cycle time-internal processing-inventory check and policy- despatch communication.

Objectives:

The students will get exposed to the concepts of materials management and prepared to handle inventory through proper planning and stores management with special reference to production, processing, marketing and consumer co-operatives.

Contents:

UNIT 1

Materials management dynamics- nature and scope, definition, total concept of materials management –an integrative view, an over view of brief history of development.

UNIT 2

Materials planning- forecasting, making the material plan work, material flow cycle, materials budget, purchasing-principles- procedures and practices- sources of supply and supply selection- purchase budget. Value analysis- definition, objectives and approach, value engineering.

UNIT 3

Inventory management and control system- need for inventory and its control, determining safety stocks, inventory control techniques, need for a systems approach, materials requirements planning, computerization of inventory

UNIT 4

Store management-storage system-location and layout, incoming material inspection and quality control, standardization and variety reduction-classification and codification. Materials accounting-flow of cost and inventory valuation,

physical verification. Materials handling system, types of equipment, movement and storage cost synergy concept for materials handling.

UNIT 5

Logistic information system. External information system- customer order pattern- materials handling system-stock reordering points-order procedures, internal information system-purchasing-production-marketing-finance-order processing cost-order cycle time-internal processing-inventory check and policy-despatch communication.

Suggested readings

1. Ronald H. Ballou.(1992).Business Logistics Management. Prentice Hall, New Jersey.
2. Gopalakrishnan, P. (1990), Purchasing Materials Management, Tata Mc GrawHill, New Delhi.
3. Prem Kumar, Asit. K. Ghosh.(1991). Materials Management. AnmolPublications, New Delhi.
4. Nakkiran. S. (2002). A Treatise on Co-operative Management. RainbowPublications, Coimbatore.
5. Michiel, Harold & Wilbur, (1990). Purchasing & Materials Management.Universal Books, New Delhi.

9. Cmgt 509 Management Information System in Co-operatives (2+1)

Syllabus:

1. Organizational communication: Meaning, Communication process, means and methods of communication, communication networks, principles of effective communication, barriers of communication and remedial measures, grapevine communication-system in co-operatives
2. Basic concepts of MIS: data-information-need for information-system, information system, type's management information system, role of management information system.
3. Management information system with modern information technologies.
4. Building and managing information systems – Business process Re-engineering.
5. Accounting information system and marketing information system- concepts and application in co-operatives.

Objectives:

The students are exposed to Management Information System so as to make decisions based on scientific approach and conceptual knowledge about the applicability of MIS in co-operatives.

Contents:

UNIT 1

Organizational communication: Meaning, Communication process, means and methods of communication, communication networks, principles of effective communication, barriers of communication and remedial measures, grapevine communication-system in co-operatives

UNIT 2

Basic concepts of MIS: data-information-need for information-system, information system, type's management information system, role of management information system.

UNIT 3

Management information system with modern information technologies.UNIT 4

Building and managing information systems – Business process Re-engineering.UNIT 5

Accounting information system and marketing information system-concepts and application in co-operatives.

Practical:

Study about MIS in the Processing, Marketing and Service Co-operatives

Suggested readings:

1. James O Brien, George M. Marakas. (2007) Management Information Systems. Tata McGraw Hill Publishing Company Ltd. New Delhi
2. Kenneth C. Laudon, Jane P Laudon.(2006) Management Information Systems,Prentice Hall of India, New Delhi
3. R.M Stair and G.Reynolds (2007) Principles of Information Systems: A Managerial Approach Delmar Learning
4. D .Boddy, A.Boonstra and G. Kennedy. (2004) Managing Information Systems:An Organisational Perspective (2nd edition), Prentice Hall.

10. Cmgmt 510 Management of Co-operative Banks (2+1)

Syllabus:

1. Emerging co-operative banking scenario in India-co-operative banks and commercial banks differentiated-functions of co-operative banks-co-operative banking structure-organizational structure of co-operative banks. Environmental factors affecting management of co-operative banks- social responsibility – technology – competition-economic and political – statutory control on co-operative banks.
2. Long range planning in Co-operative banks – analytical framework for profit management-productivity in co-operative banks-monitoring profitability of branches.
3. Deposit management-growth and composition-policies and techniques of deposit mobilization- behavior of deposit-deposit accounts and

~~depositors- deposit planning-cost of deposits (interest). Borrowings-growth and composition-policies-repayment-cost of borrowings.~~

4. Liquidity management-measures-needs-instruments of liquidity-estimating liquidity needs-provisions for liquidity needs. Loan portfolio management- lending concepts-determining the size and composition of loan portfolio credit planning- behavior of borrowers and borrower accounts-credit appraisal- recovery of loans-review and follow up-problems of credit deposit ratio. Investment- portfolio management-investment objectives-policy-instruments-portfolio environment.
5. Marketing of banking services; computerization-house keeping; Management information system and management control system for co-operative banks.

Objectives:

The students will have better understanding of co-operative banking structure and its role. More over the students will get exposed to unique management decision making process of co-operative banks under the prudential norms.

Contents:

UNIT 1

Emerging co-operative banking scenario in India-co-operative banks and commercial banks differentiated-functions of co-operative banks-co-operative banking structure- organizational structure of co-operative banks. Environmental factors affecting management of co-operative banks- social responsibility – technology – competition- economic and political – statutory control on co-operative banks.

UNIT 2

Long range planning in Co-operative banks – analytical framework for profit management-productivity in co-operative banks-monitoring profitability of branches. UNIT 3

Deposit management-growth and composition-policies and techniques of deposit mobilization- behavior of deposit-deposit accounts and depositors- deposit planning- cost of deposits (interest). Borrowings-growth and composition-policies-repayment- cost of borrowings.

UNIT 4

Liquidity management-measures-needs-instruments of liquidity-estimating liquidity needs-provisions for liquidity needs. Loan portfolio management-lending concepts- determining the size and composition of loan portfolio credit planning-behavior of borrowers and borrower accounts-credit appraisal-recovery of loans-review and follow up-problems of credit deposit ratio. Investment- portfolio management-investment objectives-policy-instruments-portfolio environment.

UNIT 5

Marketing of banking services; computerization-housekeeping; Management information system and management control system for co-operative banks.

Practicals:

Visits to District Co-Operative Banks, Agricultural Development Banks. Exercise on liquidity management, reserve management and portfolio management

Suggested readings:

1. Srinivas M (1990), Organisation and Management of Co-operative Banks, Printwell Publishers, Jaipur
2. Sah, A.K. (1986), Professional Management for Co-operatives, Vikas Publishing House, New Delhi
3. Kamat G S (1987). New Dimensions in Co-operative Management, Himalaya Publishing House, Bombay.
4. Nakkiran, S. (1992). Co-operative Banking in India, Rainbow Coimbatore

11. Cmg 511 Management of Dairy Co-operatives (2+1)**Syllabus:**

1. Dairy farming in India-historical perspective-inter relation with agriculture. Dairy development programmes under five year plans-allocation of resources for dairy development.
2. Organizational structure for milk procurement and marketing through co-operatives-management structure of dairy co-operatives.
3. Milk processing-milk products-quality control of milk and milk products. PFA standards-common adulterants and preservatives.
4. Pricing of milk-preparation of price charts under various methods.
5. Financial performance of dairy co-operatives-record keeping-preparation of financial statement-budget-auditing

Objectives:

The students will be sensitized with the dairy farming system in India and the role of governments / other agencies. More over the students also get acquainted with the strategies to satisfy the procedures and consumers in terms of value and volume.

Contents:**UNIT 1**

Dairy farming in India-historical perspective-inter relation with agriculture. Dairy development programmes under five year plans-allocation of resources for dairy development.

UNIT 2

Organizational structure for milk procurement and marketing through co-operatives-management structure of dairy co-operatives.

UNIT 3

~~Milk processing-milk products-quality control of milk and milk products. PFA standards-common adulterants and preservatives.~~

UNIT 4

Pricing of milk-preparation of price charts under various methods.UNIT 5

Financial performance of dairy co-operatives-record keeping-preparation of financial statement-budget-auditing

Practical:

Preparation of price charts under different methods of pricing- evaluating the performance of selected dairy co-operatives- familiarization with records of dairy co- operatives- familiarize with various adulterants and their detection – visit to dairy plants, regional union, apex federations and preparations of reports on their performance.

Suggested readings:

1. Martin Doornbos et. al, (1990) Dairy Aid And Development : India's Operation Flood, Sage, New Delhi
2. Santhi George (1989). Operation Flood in India. Sage Publishers, New Delhi. Prevention of Food Adulteration Act, 1954.
3. Mascarchaas, R.C.(1998). A Strategy for Rural Development Dairy Co-Operative In India, Sage, New Delhi

12. Cmgmt 512 Management of Marketing Co-operatives (2+1)

Syllabus:

1. Role of markets in economic system; Concept of rural markets-problems and challenges of rural marketing, marketing environment
2. Co-operative marketing and economic development. Role of rural institutions in procurement and distribution; strategic issues in marketing by co-operatives
3. Marketing through apex level; organizations at district, state and national level; marketing co-operatives as agent of Government-horizontal and vertical linkages.
4. Consumer markets-rural-urban-industrial –government; market segmentation- product positioning, test marketing, pricing strategy
5. Market legislations; contemporary issues in co-operative marketing.

Objectives:

The students will get familiarized with management of marketing co-operatives and its role in ensuring better price to the producers.

Contents:

UNIT 1

~~Role of markets in economic system; Concept of rural markets-problems and challenges of rural marketing, marketing environment~~

UNIT 2

Co-operative marketing and economic development. Role of rural institutions in procurement and distribution; strategic issues in marketing by co-operatives

UNIT 3

Marketing through apex level; organizations at district, state and national level; marketing co-operatives as agent of Government-horizontal and vertical linkages.

UNIT 4

Consumer markets-rural-urban-industrial –government; market segmentation-product positioning, test marketing, pricing strategy

UNIT 5

Market legislations; contemporary issues in co-operative marketing.

Practical:

Identification of marketing channels for selected crops – visit to selected marketing co-operatives and evaluating their performance (primary societies)-undertake a case study on member perception towards marketing co-operatives.

Suggested readings:

1. Goel, B.B. (1991), Management of Marketing Co-operatives, Deep & Deep Publishers, New Delhi
2. Jain, P.K. (1992) Marketing Management of Co-operative Sector in India. Kanishka Publishing House, Bombay
3. Kamar, G.N. (1986). Managing Co-operative Marketing. Himalaya Publishing House Bombay.

13. Cmgt 513 Management of Micro-finance and MicroEnterprises (1+1)

Syllabus:

1. Micro-finance delivery system: global perspective on emergence and growth of micro finance sector-best practice of micro-finance delivery at international levels-emergence and growth of micro finance sector in India-regulatory and legal frame work for micro finance institutions-best practices of micro-finance delivery in India
2. Micro-enterprises development; concepts of micro enterprises-policy environment-developing micro entrepreneurship-promotional methods-sensitizing the environment and support system for micro enterprise development.
3. Methods for assessing entrepreneurship potentials-identifying the resources for micro enterprise development-process identification of the key elements of an income generation project-venture launching and

~~managing micro enterprises- identification of sources of finance-
production planning and marketing strategy.~~

4. Self-help group promotions approach to micro finance; formation, development and management of savings and credit in self help groups-organisational development and group dynamics-team building and leadership.
5. Management of micro finance delivery system; product designing-procedures for loan documentation-disbursement and post sanction supervision and follow up-financial and portfolio analysis of micro finance institution- assessing, financial viability and sustainability preparing project proposal for micro finance delivery project.

Objectives:

The students will learn about the institutional alternatives for co-operatives that is SelfHelp Groups. Methods and techniques of organizing, managing micro finance and micro enterprise to empower the suppressed mass.

Contents:

UNIT 1

Micro-finance delivery system: global perspective on emergence and growth of micro finance sector-best practice of micro-finance delivery at international levels-emergence and growth of micro finance sector in India-regulatory and legal framework for micro finance institutions-best practices of micro-finance delivery in India

UNIT 2

Micro-enterprises development; concepts of micro enterprises-policy environment-developing micro entrepreneurship-promotional methods-sensitizing the environment and support system for micro enterprise development.

UNIT 3

Methods for assessing entrepreneurship potentials-identifying the resources for micro enterprise development-process identification of the key elements of an income generation project-venture launching and managing micro enterprises-identification of sources of finance-production planning and marketing strategy.

UNIT 4

Self-help group promotions approach to micro finance; formation, development and management of savings and credit in self-help groups-organisational development and group dynamics-team building and leadership.

UNIT 5

Management of micro finance delivery system; product designing-procedures for loan documentation-disbursement and post sanction supervision and follow up-financial and portfolio analysis of micro finance institution- assessing, financial viability and sustainability preparing project proposal for micro finance delivery project.

Practical:

Field visit to micro finance institutions and self-help groups; study of group dynamics in self-help groups; preparation of project reports for micro finance development programmes; design of accounting and management information system for self-help groups; design of marketing strategies for micro enterprises.

Suggested readings:

1. Hand book on Micro Finance, World Bank, Washington
2. Karmakar, K.G.(1999). Rural Credit and Self Help Groups, Sage Publications, New Delhi
3. Shylendra, H.S.(1999). Impact of Micro Finance. Working paper, IRMA
4. Yaron Jacob (1998) Successful Rural Financial Institutions, Research Paper, World Bank, Washington D.C.

Department of Development Economics
M.Sc. (Co-operation & Banking) Development Economics

Major Courses (minimum 20 credits)

Catalogue No.	Major Courses (minimum 20 credits)	Credits
ECON 501	Micro Economics I	1+1
ECON 502	Micro Economics II	1+1
ECON 503	Macro Economics I	1+1
ECON 504	Macro Economics II	1+1
ECON 505	International trade and Development I	1+1
ECON 506	International trade and Development II	1+1
ECON 507	History of Economic thought	2+0
ECON 508	Economic growth and Development	2+0
ECON 509	Research Methodology for social sciences	1+1
ECON 510	Indian Economic Development and Policies	2+0
ECON 511	Gender and Development	1+1
ECON 512	Poverty, Inequality and Rural Development	2+1
ECON 513	Environment and Development	1+1
ECON 514	Labour Economics	2+0
ECON 515	Mathematical Economics	2+1
ECON 516	Econometric Methods and Applications	2+1
ECON 517	Behavioural Economics	2+0

Minor course (minimum 08 credits)

The subject closely related to the above identified area may be selected from the major subjects offered in M.Sc. (C&B) Co-operative Management /M.Sc. (C&B) Rural Marketing Management/M.Sc. (C&B) Rural Banking and Finance Management/M.Sc. Agricultural Extension/M.Sc. Agricultural Economics

Catalogue No.	Common Courses (05 Credits)	Credits
PGS 501	Library and Information Services	0+1
PGS 502	Technical Writing and Communications Skills	0+1
PGS 503 (e-Course)	Intellectual Property and Its Management in Agriculture	1+0
PGS 505 (e-Course)	Agricultural Research, Research Ethics and Rural Development Programmes	1+0

Relevant Courses offered in the SWAYAM platform

0+1

Catalogue No.	Supporting Courses (06 Credits)	Credits
COMP 501	Computer Applications for Management	1+1
STAT 502	Statistical Methods for Applied Sciences	3+1
Seminar		
ECON 591	Seminar	0+1
Research		
ECON 599	Research	0+30

1. ECON 501 Micro Economics I (1+1)

Consumer Behaviour under Uncertainty and Risk Choice under uncertainty- Representing uncertainty by Probability distributions- Expected Value and Variability- Maximising expected utility- Fair gambles and expected utility hypothesis- St. Petersburg paradox- Neumann-Morgenstern utility index- Friedman Savage hypothesis-Markowitz hypothesis- Utility functions and attitudes towards risk- risk neutrality, risk aversion, risk preference, certainty equivalent, demand for risky assets- reducing risks diversification, insurance, flexibility, information- The state preference approach to choice under uncertainty- Market Demand for Commodities Deriving market demand- Network externalities- Bandwagon effect, Snob effect and Veblen effect- Empirical estimation of demand- Linear demand curve, Constant elasticity demand function- Dynamic versions of demand functions-Nerlove, Houthakker and Taylor-Linear expenditure system- Characteristic approach to demand function.-Theory of Production and Costs Short run and long run production function- returns to scale- elasticity of substitution -Homogeneous production function- Linear homogeneous production function- Fixed proportion production function- Cobb Douglas production function and CES production function- Technological progress and production function- Cost function- Cost minimising input choices- properties of cost functions- Economies of scope- The Learning curve – Estimating and Predicting cost- Short run and long run distinction- Theory of Imperfect Markets Oligopoly- Characteristics- Collusive versus non-collusive oligopoly- Non-collusive models Cournot model- Bertrand model- Chamberlin's model- Kinked demand curve model of Sweezy- Stackelberg's model- Welfare properties of duopolistic markets- Collusive models Cartels and Price leadership- Theory of Games Basic concepts-Cooperative versus non-cooperative game- Zero sum versus non- zero sum game- Prisoner's dilemma- Dominant strategies- Nash equilibrium- Prisoner's dilemma- Pure strategies- Mixed strategies- repeated games- Sequential games- Threats, commitments and credibility

Practicals

Measuring risk quantitatively- Measuring the outcome probability for two jobs-Preference towards risk-Measuring risk premium-Measuring expected utility-Measuring the value of information-Measuring expected return of a project-Drawing utility function representing the behaviour of an individual as risk lover, risk averter and risk neutral-Estimation of demand- Production function-long run and short run-Finding the slope of the product curve-Comparing labour productivity in developed and developing countries-Different equilibrium conditions in different market situations-finding monopoly power-Finding Nash equilibrium-Iso quants ,Types and marginal rate of technical substitution-cobb Douglas production function- Concepts of costs.

Reference

1. Baumol, William J. Economic theory and operations analysis. PHI
2. Dorfman, Robert, Paul Anthony Samuelson, and Robert M. Solow. Linear programming and economic analysis. Courier Corporation, 1958.
3. Kundu, Amitabh. Input-output framework and economic analysis. Centre for the Study of Regional Development, Jawaharlal Nehru University, 1976.
4. Allen, RGD Mathematical Analysis for Economics, ELBS & Mc Millan, London,1974
5. Pindyck, Rubinfeld, and D. L. Rubinfeld Mehta: "Microeconomics" Education Asia.
6. Salvatore, Dominick Microeconomic Theory and Applications, Tata Mcgraw Hill
7. David M Kreps Microeconomics for Managers, WW Norton, New York, 2004.

8. Carroll, Thomas M. *Microeconomic theory: concepts and applications*. Vol. 1. St. Martin's Press, 1983.
9. James M. Henderson and Richard E. Quandt, *Microeconomic Theory-A Mathematical Approach*, 1958. (1960): 112-118.

2. ECON 502 Micro Economics II (1+1)

Capital and the rate of return- Determining the rate of return- Demand for future goods-Utility maximisation- Effects of changes in r - Supply of future goods- Equilibrium price of future goods- Rate of return- Real interest rates and nominal interest rates- Pricing of risky assets-The firm's demand for capital- The net present value criterion for capital investment decisions- Adjustment for risks- Diversification versus non-diversifiable risks- The capital assets pricing model. General Equilibrium and Welfare Economics Elements of general equilibrium analysis-General equilibrium of exchange- General equilibrium of production-Efficiency of competitive markets- Welfare economics- Criteria of social welfare-Pareto optimality-Kaldor-Hicks compensation criterion- Scitovsky criterion Deriving a Social welfare function- Theory of second best- Arrow's impossibility theorem Rawls theory of justice- First Theorem of welfare economics- Second Theorem of welfare economics- Externalities and Public Goods Externalities-Negative externalities in consumption and production-Positive externalities in consumption and production-Externalities and inefficiency-Ways of correcting market failure- Externalities and property rights- Coase theorem- Common property resources Tragedy of commons-Public goods-Characteristics-Public goods and market failure Provision of public goods- Free rider problem- Lindahl pricing- Asymmetric information Asymmetric information- Implications of asymmetric information- The lemons problem Adverse selection- Hidden information- Moral hazard (hidden action)- Insurance markets Market signalling- Principal-agent problem- The efficiency wage theory-Behavioural Economics Behavioural economics- Reference points and consumer preferences- Rules of thumb and biases in decision making.

Practical

Pricing of risky assets-Measuring present discount value-Valuing payment streams-Calculating value of bond- Calculating real and nominal interest rate-Net present value calculation-Investment decision by the consumers-Cost and Benefit analysis-understanding problem of moral hazard with mathematical expressions-Report of principal agent problem in any of the public enterprise-Finding out the problem on not defining property rights in your locality.

References

1. Walter Nicholson and Christopher Snyder (2017): *Microeconomic Theory- Basic Concepts and Extensions*, 12th edition, Cengage Learning India Private Limited.
2. Andrew Schotter (2009): *Microeconomics: A Modern Approach*- 1 st edition, South Western Cengage Learning.
3. Michael E Wetzstein (2013): *Micro economic Theory- Concepts and Connections*, 2 nd edition, Routledge.
4. Robert S Pindyck and Daniel L Rubinfeld (2017): *Microeconomics*- 8 th edition, Pearson.
5. Thomas J Nechyba (2010): *Microeconomics: An Intuitive Approach with Calculus*- 1 st edition, South Western Cengage Learning.
6. Andreu Mas-Colell, Michael D Whinston and Jerry R Greene (1995): *Microeconomic Theory*- 1 st edition, Oxford University Press.
7. Geoffrey A Jehle (2010): *Advanced Microeconomic Theory*- 3 rd edition, Prentice Hall
8. Hall R Varian (2014): *Intermediate Microeconomics- A Modern Approach*, WW Norton and Co.
9. Jeffrey M Perloff (2019): *Microeconomics* -7 th edition, Pearson

10. Hugh Gravelle and Ray Rees (2007): *Microeconomics*- 3 rd edition, Pearson Education
11. Edgar K Browning and Mark Zupan (2011): *Microeconomics: Theory and Applications* 3 rd edition.
12. Dominick Salvatore (2009): *Principles of Microeconomics* – 5 th edition, Oxford University Press.
13. A Koutsoyiannis (1979): *Modern Microeconomics*- 2 nd edition, Macmillan.
14. Robert Y Awh (1976): *Microeconomics: Theory and Applications*- John Wiley & Sons
15. Watson and Getz (2004): *Price Theory and its Uses*- 5 th edition, AITBS Publishers and Distributors.
16. James H Henderson and Richard E Quandt (1980): *Microeconomic Theory: A Mathematical Approach*- 8 th edition, McGraw-Hill
17. G S Madalla and Ellen Miller (1989): *Microeconomics: Theory and Applications*- 1 st edition, Tata McGraw-Hill.

3. ECON 503 Macro Economics I (1+1)

Data and Measurement of Macro Economic Aggregates in India Data and measurement of National Income aggregates, inflation, unemployment, export, import, Balance of Trade and Balance of Payments.-Behavioural foundations of Macroeconomics Consumption Function, Keynes Psychological Law, Kuznet's consumption puzzle, Fisher's inter-temporal Choice Model, Permanent Income Hypothesis, Life Cycle Hypothesis and Relative Income Hypothesis, Random walk model of consumption, Investment Function, Neo-Classical Theory of Investment, Tobin's q-ratio, Accelerator Theory of Investment-Demand for and Supply of Money Demand for Money: Keynes Liquidity Preference Theory, Friedman's Restatement of Quantity Theory of Money, Baumol's Inventory Theory, Port Folio Balance Theory, Liquidity Theory (Radcliff Sayer's Version & Gurley and Shaw Version). Supply of Money: Measures of Money supply, Behavioural Theory of Money Supply, Money Multiplier process, The H Theory of Money Supply-Macroeconomic Equilibrium and Policy One sector Neo-classical Model, One sector Keynesian Model, Derivation of IS and LM, IS-LM General Equilibrium, Three sector IS-LM Model, concepts of Aggregate Demand and Aggregate Supply, IS-LM analysis in open economy framework. Effectiveness of Monetary and Fiscal policy using IS-LM framework. Unemployment and Labour Market: Demand for labour and supply of labour, Neo classical and Keynesian labour market, Concepts of Wage rigidity versus wage flexibility-Theories of Business Cycles Concept of Business Cycle, Hawtrey's Monetary Theory, Hayek's Over Investment Theory, Schumpeter's Innovation Theory, Multiplier Accelerator Theory, Kaldor's Model of trade cycle, Political Business Cycle Theory.

Practical

Measuring macroeconomic aggregates-Measuring national income- Estimation of inflation rate –Index numbers Recent trend in inflation -Problems on APS,APC,MPC,MPS,-Measurement of unemployment-Calculating BOP and BOT of India since Independence-Estimating consumption function-Measuring the investment behaviour by Tobin's q ratio-Exercises on Accelerator and multiplier-Measurement of Supply of money-Money multiplier-Trends in velocity of money-Estimation of the business cycle passed by India since last 50 years-Prepare a report on Unemployment rate in India since reforms

Reference

1. Mankiw, N. Gregory. "Macroeconomics Worth Publishers." (2002).
2. Froyen, Richard T. (2005) 'Macroeconomics: Theories and Policies', Pearson (LPE), seventh ed.
3. Snowdon, Brian, and Howard R. Vane. *Modern macroeconomics: its origins, development and current state*. Edward Elgar Publishing, 2005.
4. Levacic, Rosalind. *Macroeconomics: an introduction to Keynesianneoclassical controversies*. 1982.
5. Samuelson and Nordhaus (1998) 'Macroeconomics', 16th ed. Irwin McGraw hill
6. Phelps, Edmund S. *Seven schools of macroeconomic thought: the Arne Ryde memorial lectures*. Vol. 1. Oxford University Press on Demand, 1990.

7. Dornbusch, Rudiger, Stanley Fisher and Richard Startz (2004) 'Macroeconomics', Tata Mc Graw Hill, 9th ed
8. Plosser, Charles I. "Understanding real business cycles." The Journal of Economic Perspectives 3.3 (1989): 51-77.
9. Heap, Shaun P. Hargreaves. "The New Keynesian Macroeconomics." Books (1992). Time, Belief and Social Independence', Edward Elgar Publishing
10. D'Souza, Errol (2008) 'Macroeconomics', Pearson
11. Harcourt C. (ed), (1997) The Micro Economic Foundations of Macro Economics, Macmillan.
12. Junekar P.N, (1972), Investment, Theories and Evidence, Macmillan.
13. Fred R Glahe, (1985) Macro Economics Theory and Policy, Harcourt Publishers, New Delhi.
14. Veneries and Sebold, (1977) Macroeconomics, Models and Policies, John Wiley & Sons.
15. Gibson, William E. Kaufman, George G. William E. Gibson, and George G. Kaufman. Monetary economics: readings on current issues. No. 332.4/G44m. 1971.
16. Gurley, John G. Money in a Theory of Finance. The Brookings Institution, 1970.
17. Laidler, David EW, and J. Michael Parkin. "Inflation: a survey." Surveys of Applied Economics. Palgrave Macmillan UK, 1977. 169-237.
18. Gupta, Suraj B. Monetary Economics (institutions, Theory And Policy). S. Chand, 1982.

4. ECON 504 Macro Economics II (1+1)

Classical Tradition and Keynesian Revolution Important postulates of Classical, Keynes' interpretation of classical postulates – Keynes interpretation of Great Depression – Keynes policy prescriptions – Unemployment and inflation – cost of unemployment and Okun's Law – cost of inflation and sacrifice ratio – misery index, Unemployment and inflation trade off and the Philips Curve. - Monetarist School Monetarists' view on Great Depression. Debates on Policy Effectiveness: inside lag and outside lag, Monetarists' rules versus discretion, Time Inconsistency, Adaptive Expectation Hypothesis and NAIRU, Expectations Augmented Philips Curve, The monetary approach to the Balance of Payments theory- New Classical School Structure of New classical models – Rational Expectations Hypothesis, Continuous market clearing and The Aggregate Supply Hypothesis, Output and Employment in the New Classical Model, Lucas Critique and policy ineffectiveness, Barro-Ricardo equivalence and fiscal policy. Reasons for the failure of Barro-Ricardian equivalence: liquidity constraints, myopia and uncertainty - Real Business Cycle School Inter-temporal substitution of labour, Real Business Cycle Theory – technology shocks, neutrality of money and flexibility of wages and prices. Real Business Cycle view on Great Depression.- New Keynesian and Supply Side Economics The neo-Keynesian Quantity Constrained Model, Interpretations of Clower and Leijonhufvud. Micro foundations of macroeconomics, Small Menu Cost Model and Staggering of Prices, Implicit Wage contract theory, Efficiency Wage Theory, Insider-Outsider Model. Hysteresis and the NAIRU, The supply side position – Supply-side views on fiscal policy and the role of incentives.

Practical

Make a comparative analysis of Great depression and depression in 2008-Okuns law-Finding the sacrifice ratio- Misery index-Explain Monetarist version of inflation in Indian context-Make a detailed report writ up on debt crisis of India since independence-Examine the relation of Philips curve a unemployment situation in India since reforms- Examine the wage structure in the organised and unorganised sectors in India-Analyse the trend of growth structure of the different sectors in Indian economy.

Reference

1. Samuelson, Paul A., and William D. Nordhaus. "Macroeconomics". Copyright by McGrawHill Companies." (1998).
2. Amit Bhaduri (1988): Macroeconomics, New Delhi: Macmillan.
3. Carlin, Wendy, and David Soskice. "Macroeconomics and the wage bargain." (1990).
4. Keynes, John Maynard. "The General Theory of Employment, Interest, and Money", New York: Harcourt, Brace & World." (1936).
5. Sheffrin, Steven M. Rational expectations. Cambridge University Press, 1996.
6. Phelps, E. (1990): "Microeconomic Foundations of Employment and Inflation Theory", New York: Norton.
7. Phelps, Edmund S. Seven schools of macroeconomic thought: the Arne Ryde memorial lectures. Vol. 1. Oxford University Press on Demand, 1990.
8. Tobin, James. Asset accumulation and economic activity: Reflections on contemporary macroeconomic theory. University of Chicago Press, 1982.
9. Akerlof, George A., and Robert J. Shiller. Animal spirits: How human psychology drives the economy, and why it matters for global capitalism. Princeton University Press, 2010.
10. Hoover, Kevin D. The new classical macroeconomics: A central inquiry. Blackwell, 1990.
11. Plosser, Charles I. "Understanding real business cycles" The Journal of Economic Perspectives 3.3 (1989): 51-77.
12. Heap, Shaun P. Hargreaves. "The New Keynesian Macroeconomics." Books (1992).
13. Chandler, Lester Vernon. The monetary-financial system. Harper Collins Publishers, 1979.
14. Mankiw, N. Gregory (2008) 'Macroeconomics', Worth Publishers', NY, 6th ed.
15. Froyen, Richard T. (2005) 'Macroeconomics: Theories and Policies', Pearson (LPE), seventh ed.
16. Snowdon, Brian, and Howard R. Vane. Modern macroeconomics: its origins, development and current state. Edward Elgar Publishing, 2005.
17. Levacic, Rosalind. Macroeconomics: an introduction to central neoclassical controversies. 1982.

5. Econ 505 - International Trade and Development I (1+1)

International Trade and Economic Development Importance of trade to development-Trade as an engine of growth-Contributions of trade to development- Terms of trade-Types.- Developments in Trade Theories Offer Curves- Reciprocal demand theory- Opportunity cost analysis- Factor intensity-Factor abundance-Heckscher-Ohlin Theory- Leontief Paradox- Factor intensity reversal-Factor Price Equalization Theorem- Stolper Samuelson theorem- Metzler Paradox - Economies of scale and international trade- Imperfect competition and international trade-Product differentiation and international trade- Posner's Imitation gap- Vernon's Product Cycle Theory -Leamer's and Trefler's Theorem - Kravis theory of Availability- Linder's theory of Volume of Trade and Demand pattern- Transportation cost and international trade - Foreign trade multiplier- Economic Growth and International Trade Growth of labour and capital- Rybczynski theorem- The effect of growth on trade Immiserising growth- Dutch disease- Prebisch - Singer Thesis-Myrdal's views -International Trade Policies Import substitution versus export orientation - Trade Restrictions-Tariffs- Effects of Tariffs -Partial and general equilibrium analysis-Optimum Tariff-Effective rate of protection-Non tariff barriers -Import Quotas-Effects of an import quota - New Protectionism - Exchange control- Export subsidies- Countervailing tariff- Voluntary export restraints- Technical standards- Administrative and other regulations-

~~Dumping and anti-dumping duties -International Cartels -Trade in Wastes- Economic Integration Economic Integration - Theories of customs union- Trade creating customs union- Trade diverting customs union-Static welfare effects of customs union-Dynamic benefits from customs union - Emerging issues in SAFTA, ASEAN and EU-Problems and prospects of WTO Agreement in present Global trading.~~

Practical

Examine whether trade as an engine of growth in Indian context-Exercise on Different types of terms of trade-Exercise of Absolute advantage and Comparative advantage-Practical problems on Lerner's Index-Exercise on Foreign trade multiplier-Narrative report on export and import pattern of India since reforms- Exercise on Different types of tariffs- Examine the status of emerging issues in SAFTA,ASEAN and EU-Detailed report on trade relation of India with WTO.

References

1. Salvatore, D. "International Economics (Prentice Hall International Inc." Upper Saddle River, NJ (1998).
2. Salvatore, D (2014), International Economics; Trade and Finance, Wiley Students Edition.
3. Pomfret R (1993), International Trade, Blackwell Cambridge, USA, Chapter VI, VII.
4. Sodersten B and Reed G, (1994) International Economics, Third Edition, Mac Millan.
5. Kindleberger CP (1975) International Economics, Richard D Irwin, Home Wood, Illionis, Chapters 2, 3,4,5,7 & 10. 6. Thirlwall, Anthony Philip. Growth and development: with special reference to developing economies. Springer, 1989.
7. Paul Krugman and M. Obsteld (1991) International Economics, Harper ecentr.
8. Chacholiades, Miltiades, and Miltiades Chacholiades. International trade theory and policy. No. 04; HF1007, C4.. 1978.
9. Peter B Kenen (1989), The International Economy, Prentice – Hall of India New Delhi, Chapter VII
10. Kevin watking (1992), Fixing the Rules North – South Issues in International Trade and GATT Uruguay Round, Catholic Institute for International Relations, London.
11. Mia Mikic, International trade , Mac Millan, London 1998. 12. Dasgupta, Biplab. Structural adjustment, global trade, and the new political economy of development. Zed books, 1998.
13. Bibek Dibroy (1995) The Uruguay Round and after, sage, New Delhi.
14. Stevens, Candice. "The environmental effects of trade." The World Economy 16.4 (1993): 439-451.
15. Srinivasan, Thirukodikaval Nilakanta. "Developing countries in the World Trading System: from GATT, 1947, to the Third Ministerial Meeting of WTO, 1999." The World Economy 22.8 (1999): 1047-1064.
16. David Greenaway, International trade policy, Mac Millan, London, 1983.
17. Bhagwati, Jagdish N., and Thirukodikaval Nilakanta Srinivasan. "Foreign trade regimes and economic development: India." NBER Books (1975).
18. Panchamukhi, Vadiraj Raghawendracharya. Trade Policies of India: A Quantitative Analysis. Concept Publishing Company, 1978.
19. Rao, Mopidevi Sundara. Trends and Determinants of India's Foreign Trade. Chugh publications, 1991.

6. Econ 506 - International Trade and Development II (1+1)

Balance of Payments Balance of payments- Components- Equilibrium and disequilibrium in BOP- Methods of correcting BOP deficit-Adjustment Mechanisms-Automatic, price and income adjustments Elasticity approach- Marshall-Lerner condition- Absorption Approach-Monetary approach- J curve effect- Currency convertibility- Current and capital account convertibility-The Indian experience-FEMA. -Exchange Rate and Theories of Exchange Rate Exchange rate-Nominal, Real, Effective, NEER, REER- Exchange rate systems- Relative merits and demerits of fixed and flexible exchange rates- Hybrid exchange rates- Purchasing power parity theory-

Monetary approach- Asset market (portfolio balance) model- Exchange rate overshooting - Exchange rate in India- Indian Rupee and its fluctuations in international currency market- Foreign Exchange Market Foreign exchange market-Functions-Participants- Stability of foreign exchange markets-Spot and forward market- Currency futures and options- Swap market- Foreign exchange risk Hedging- Speculation- Stabilizing and de-stabilizing- Currency arbitrage- Internal and external balance- Policy adjustments- Expenditure changing and expenditure switching policies-Assignment problem- Swan diagram- Mundell-Fleming model- International Capital Flows Portfolio investment and direct investments- Motives for capital flows- Effects of international capital flows- Multinational corporations- Advantages and disadvantages of MNCs- Foreign investment in India since 1991- International Monetary System International monetary system-The gold standard and its breakdown-Bretton Woods system and its breakdown- Present international monetary system- European monetary union-Euro- Optimum currency areas- Currency boards- Dollarization- Brexit.

Practical

Evaluation of balance of payment position of India since independence-Measuring BOP deficit in India-Problems on Elasticity approach on BOP deficit –Calculating nominal and real exchange rate-Examine exchange rate of India since reforms-Measuring purchasing power parity –Exercise on currency Spot, Future and currency Forward and currency swap markets- Exercise on Hedging- Exercise on arbitrage-Narration of foreign investment in India since reforms

References

1. Dominick Salvatore: International Economics- JohnWiley and Sons.
2. Keith Pilbeam: International Finance-Macmillan.
3. Bo Sodersten and Geoffrey Reed: International Economics- Macmillan, London.
4. Paul R Krugman and Maurice Obstfeld: International Economics: Theory and PracticePearson Education, Singapore.
5. Thomas A. Pugel: International Economics- TMH.
6. Michael Melvin: International Money and Finance- Pearson Education.
7. James C Ingram and Robert M Dunn: International Economics- JohnWiley and Sons.
8. Keith Pilbeam: Finance and Financial Markets- Palgrave.
9. Dennis R Appleyard and Alfred J Field: International Economics-McGraw Hill.
10. Robert J Carbaugh (2011): Global Economics- Cengage Learning.
11. Giancarlo Gandolfo: International Finance and Open Economy MacroeconomicsSpringer.
12. Van den Berg: International Finance and Open Economy Macroeconomics- World Scientific.
13. Lawrence Copeland: Exchange Rates and International Finance-Pearson Education.
14. M Levi: International Finance-McGraw Hill.
15. Richard Caves, Jeffrey Frankel and Ronald Jones: World Trade and Payments- Pearson.
16. Sumati Varma: Currency Convertibility: Indian and Global Experiences-New Century
17. Theo Eicher, John Mutti and Michelle Turnovsky (2009): International Economics Routledge.

7. Econ 507 History of Economic Thought(2+0)

Economic ideas before and after Adam smith Mercantilist Writing on Value and Profits. Beginnings of the Classical Theory of Prices and Profits. Physiocrats – Quesnay’s economic ideas. Adam Smith's value theory - David Ricardo: Theory of rent and first approach to the profit-labour theory of value. Malthus – economic exchange of class conflict- Marx critique of classical economics: Surplus value and Exchange. The labour theory of value- capital accumulation and economic concentration.- Utilitarianism: Jevons's Theory of Marginal Utility and Exchange. Menger's Theory of Marginal Utility, Prices, and Income Distribution. Walras's Theory of General Economic Equilibrium- Neoclassical Theories of the Firm and Income

Distribution: The Contributions of Marshall, Clark, and Biihm-Bawerk. Microeconomic Theory, and Welfare Economics. Pareto Optimality and criticism-Contemporary Economic ideas: Origin of Development Economics (Arthur Lewis). Paul A. Samuelson Vs Milton Friedman. Market with asymmetric information (Joseph E Stiglitz; Georn A Akerlof). Behavioural Economics (Richard Thaler). Capability approach of A.K Sen. Experimental approach: Abhijit Banerjee. Modern economic ideas of India: Naroji, Ranade. R.c. Dutt, Mahatma Gandhi and Ambedkar.

Reference

- 1 J. R. Hicks (1946). Value and Capital.
2. Lionel Robbins (2000), A History of Economic Thought, Princeton University Press.
3. John Kenneth Galbraith (1998), History of Economics: The Past as the Present, Penguin Books
4. Linda Yueh (2008), The Great Economists: How Their Ideas Can Help Us Today, Viking
5. Smith. (1776). An Inquiry Into the Nature and Causes of the Wealth of Nations.
6. Niall Kishtainy (2017), A Little History of Economics (Little Histories), Yale University Press.
7. Bowles, S.: Microeconomics: Behavior, Institutions, Evolution. New Delhi, Oxford University Press (2004).
8. J. M. Keynes (1936). The general theory of employment, interest and money.
9. J. E. Stiglitz. Whither Socialism? Cambridge, Massachusetts, MIT Press.
10. Haunt, E.K and Mark Lutzenheiser (2011) History of Economics a Critical Perspective, M.E.Sharpe Armonk, New York.
11. DasGupta, Ajit (1993), A History of Indian Economic Thought, The Routledge.
12. Ganguli.B.N (1997) Indian Economic Thought: A Nineteenth-Century Perspective. TMH. New Delhi.
13. Robert L.Heilbroner (1999), The Worldly Philosophers: The Lives, Times and Ideas of the Great Economic Thinkers, Touchstone.
14. Steven Pressman (2006), Fifty major economists, Routledge, Milton Park, Abingdon, Oxon OX14
15. Sweezy, Paul M.(1942), The Theory of Capitalist Development, Denis Dobson Ltd., London,
16. Angrist, J and J. S. Pischke (2010): "The credibility revolution in empirical economics: How better research design is taking the con out of econometrics", Journal of Economic Perspectives, 24(2): 3-30.
17. Otto Eckstein (1967), Evolution of modern economics, Prentice hall Inc, Harvard University

8. Econ 508 Economic growth and Development (2+0)

Concepts and Measurements of Economic Growth and Development-Concepts of growth and development-Indicators of Economic Development: National-Income, Per capita Income, PQLI, Human Development Index, Gender Development Index,-Human Poverty Index and Deprivation Index. Measures of Inequality: Kuznets Inverted U-hypothesis, Lorenz Curve and Gini-coefficient, Atkinson, Theil, Palma ratio.-Theories of Economic Growth-Harrod-Domar Growth Model- Contributions of Kaldor-Mirrlees and Joan Robinson,-Hirofumi Uzawa model, Solow's Growth Model and the Convergence Hypothesis,-Endogenous Growth Theory and the role of Human Capital; Indian Plan Models of-Mahalanobis and Wage-goods model. Partial Theories of Economic Growth and Development-Basic Features of Underdeveloped Countries, Population Growth and the Theory of LowLevel Equilibrium Trap, Critical Minimum Effort Thesis, Theory of Big-Push; Balanced-Versus Unbalanced Growth Theories- Concepts of linkages.- Stage TheoriesMarxian Stage theory, Rostow's Stage Theory. Theory of Growth and Structural Change-Concept of Dualism: Technological, Social, Geographical and Financial. Myrdal and Circular

Causation, Backwash and Spread Effect. Institutions and Economic Growth- Financing Economic Development-Domestic Resource Mobilisation: Prior-Savings Approach, The Keynesian and Quantity-Theory Approaches to the Financing of Economic Development. Foreign Resource: Dual-Gap Analysis.

References

1. Adelman, Irma (1961): 'Theories of Economic Growth and Development', Stanford University Press
2. Ahluwalia and I.M.D Little: India's Economic Reforms and Development: Essays for Manmohan Singh
3. Hollis, Chenery, and T. N. Srinivasan: "Handbook of Development Economics, Vol. 1." (1988).
4. Fortado (1964): Development and Underdevelopment', University of California Press, Berkley
5. Ghatak, Subrata: Introduction to Development Economics. Routledge (4 th edn.)
6. Gill, Richard T: Economic Development: Past and Present. No. HD82 G52. 1963.
7. Hagen, Everett (1975): The Economics of Development Richard D. Irwin Illinois
8. Higgins, Benjamin (1976): Principles of Economic Development, Universal Book Stall, New Delhi.
9. Jones, Hywel G: An Introduction to Modern Theories of Economic Growth. London: Nelson, 1975.
10. Kindleberger, C.P (1958): Economic Development, Tata McGraw-Hill, NY
11. Kuznets S (1972): Modern Economic Growth, Oxford and IBH, New Delhi.
12. Little, Ian Malcolm David: Economic Development: Theory, Policy, and International Relations. (1982).
13. Meier, Gerald M., and James E. Rauch: Leading Issues in Economic Development. 5th ed. New York: Oxford University Press, 1989.
14. Ray, Debraj (2003): 'Development Economics', Oxford India Paperbacks, OUP
15. Sen, A. K: Introduction in Growth Economics: Selected Readings." (1970).
16. Skarstein, Rune. Development Theory: A Guide to Some Unfashionable Perspectives. Oxford University Press, USA, 1997.
17. Stiglitz, Joseph E., and Hirofumi Uzawa, eds: Readings in the Modern Theory of Economic Growth. Mit Press, 1969.
18. Thirlwall, A. P: Growth and Development: With Special Reference to Developing Economies: Palgrave Macmillan." (2003).

9. Econ 509 Research Methodology for social sciences (1+1)

Fundamentals of Research Methodology Meaning of research- The relation between theory and research- Types of research- Scientific and social research- Pure and applied research- Special features of social research- Different approaches in social research.-Formulation of Research Problem Formulation of null and alternative hypothesis- Research design and methods- Exploratory, diagnostic and experimental studies- Deductive and inductive method- Static and dynamic method- Historical and dialectical method- Case study method-Interdisciplinary research- Data Collection Sources of data- Primary and secondary- Time series and cross section data- Sample survey Methods - Interview methods-Questionnaire methods- Construction of questionnaire-Sampling Methods Random, stratified, multistage, systematic, cluster, quota and judgment samples- Data analysis techniques- Drawing inferences from analysis- Scaling-Problems and Techniques- Report writing procedures. - Computer Applications Estimation of mean, median and mode-Standard deviation and coefficient of variation- Presentation of graphs- Line, sub divided, multiple, pie graphs- Estimation of growth rates- Estimation of trend equations- Estimation of regression equations- Introduction to EXCEL, SPSS.

Practical

Identification research-Examining the different data base on agriculture, management and economics on national and international level- Identifying major search engines like OPAC,web OPAC, Union Catalogues etc.-familiarizing computerised library operations -Problem based on

relevant literature-Development of research proposal-Preparation of schedules and questionnaire-Data collection and sample survey-coding and tabulation of data-Familiarising small and large sample test –Measure of central tendency and Dispersion problems-Diagrammatic representation of data- analysis and Interpretation of data- Preparation of mini research reports

Reference

1. William J. Goode and Paul K .Hatt, 1981. Methods in Social Research. McGrawHill.
2. Pauline V. Young, 1950. Scientific Social Surveys and Research. Prentice Hall India Pvt Ltd.
3. C. R. Kothari, 2013. Research Methodology: Methods and Techniques,New Age International.
4. W. Lawrence Neuman, 2006. Social Research Methods. Quantitative and Qualitative Approaches. Pearson.
5. Wilkinson and Bhandarkar, 2002 . Methodology and Techniques of Social Research. Himalaya Publishing House.
6. Modern Language, 2009. The MLA Handbook for Writers of Association of America. Research Papers.

1. Econ 510 Indian Economic Development and Policies (2+0)

Growth, Structural Changes and Challenges of the Indian Economy Economic growth in India-CSO and national income related aggregates- Contribution of different sectors to GVA, GDP and Employment- Trends in savings and investment since reforms- Migration, diaspora and remittance - Regional disparity in growth and development -Analysis of poverty, unemployment and inequality in India- Review of Economic Development Assessment of Indian agriculture sector and recent initiatives by the government for its growth-Inter regional dimensions of industrial growth in India- Make in India initiativeService sector: growth rate, share in exports and imports, software exports- Infrastructure at cross roads -Prices: Headline inflation-Inflation based on WPI and CPI combined, food inflation, core inflation- Monetary management in India prior to1990 and position after 1990s-New initiatives of the government towards black money-Inclusive policies of the government-A global deal on climate change: possible role for India-Economic Planning in India Planning and economic development-Objectives of planning- Techniques of planning Achievements of planning- Bottom up and Step down approaches in planning- Evaluation of Five Year Plans-NITI Aayog and its Vision Documents- Welfare programmes announced in the last two Union Budgets- Economic Reforms Since 1991 Background of economic reforms- Washington Consensus- Industrial policy reforms- Trade policy reforms- Fiscal policy reforms- Financial sector reforms- Foreign investment policy reforms- Second generation economic reforms-An appraisal of India's economic reforms Post reform Infrastructure Investment Models-PPP- Cooperative federalism with special reference to GST- Kerala Economy Economic liberalization and economic growth in Kerala- Kerala model of development Agricultural performance-Industrial backwardness- Health and education - Migration of casual workers to Kerala- Decentralization-Achievements of decentralization-Poverty and unemployment in Kerala - State finances of Kerala- Causes of acute fiscal crisis of Kerala.

References

1. Vijay Joshi and IMD Little: India: Macroeconomics and Political Economy: 1964-1991- Oxford University Press, New Delhi 1994.

2. Uma Kapila (ed): Indian Economy Since Independence- Academic Foundation, New Delhi 2004.
3. Vijay Joshi and I. M.D Little: India's Economic Reforms: 1991- 2001- Oxford University Press, New Delhi, 1996.
4. VM Dandekar and Nilakant Rath: Poverty in India- Indian School of Political Economy, Pune, 1971.
5. Jagdish Bhagwati: India in Transition- Oxford University Press, Delhi, 1994.
6. Dr. S Murthy: Structural Reforms of Indian Economy- Atlantic Publishers, 1995.
7. H W Singer, Neelambar Hatti and Rameshwar Tandon (eds): Trade Liberalisation in the 1990's- Indus Publishing Company, New Delhi, 1990.
8. Jagdish Bhagwati and TN Srinivasn: Foreign Trade Regimes and Economic Development: India- NBER, New York, 1986.
9. Isher Judge Ahluwalia and IMD Little (ed): India's Economic Reforms and Development: Essays for Manmohan Singh- Oxford University Press, Delhi, 1998.
10. KR Gupta (Ed): Liberalization and Globalization of Indian Economy- Atlantic Publishers, New Delhi 1995.
11. Deepak Lal: India in the World Economy- Oxford University Press, 1999.
12. Datt. R. (2001): Second Generation Economic Reforms in India- Deep and Deep Publications, New Delhi.
13. Mahendra K Premi (2009): India's Changing Population Profile- National Book Trust, New Delhi.
14. B A Prakash (Ed): Indian Economy Since 1991-Pearson Education.
15. Shanker Acharya and Rakesh Mohan (Eds) (2011): India's Economy: Performance and Challenges- Oxford University Press, New Delhi.
16. Jayaraj D and Subramanian S (2010): Poverty, Inequality and Population- Oxford University Press, New Delhi.
17. 17. Mahendradev S (2010): Inclusive Growth in India- Oxford University Press, New Delhi.
18. 18. CT Kurien: Poverty, Planning and Social Transformation in India- Allied Publishers, Delhi, 1978.
19. 19. BA Prakash (Ed): Kerala's Economic Development: Issues and Problems- Sage publishers, New Delhi, 1999.
20. ET Mathew (1997): Employment and Unemployment in Kerala- Sage publishers.
21. George K K (1999): Limits to Kerala Model of Development- CDS, Trivandrum.
22. Sunil Mani, Anjii Kochar, Arun M Kumar: Crouching Tiger Sacred Cows- D C Books, Kottayam.
23. K Rajan: Kerala Economy: Trends during the Post-reform Period-Serial Publishers, New Delhi.
24. CDS (1975): Poverty Unemployment and Development Policy: A Case Study of Selected Issues with Reference to Kerala- CDS, Trivandrum.
25. K.K. George and K.K. Krishnakumar (2012): Trends in Kerala State Finances-1991-92 to 2012-13: A Study in the Backdrop of Economic Reforms in India-Working Paper N0.28- Centre for Socio-economic & Environmental Studies-Kochi (available online).
26. K R Gupta, Indian Economy in 3 volumes: Atlantic Publishers.
27. BA Prakash and Jerry Alwin, Kerala's Economic Development: Emerging Issues and Challenges, Sage publishers, 2018.
28. RBI Annual Reports.
29. Ministry of Finance: Economic Survey-Variou s Issues.

2. Econ 511 Gender and Development (1+1)

Introduction to Gender Studies-Concepts of gender and sex-Feminity and masculinity-importance of women studies Patrilineal and matrilineal systems and its relevance to present Indian society- Demography
of female population in India-Age structure, mortality rates-Inter-state variations in sex ratio Causes of declining sex ratio- Measurement of fertility and its control-UNDP's gender related measures. Women and Labour Markets Factors affecting female entry in labour markets-supply and demand for female labour in developed and developing countries, particularly in India- Female work participation in agriculture, non-agriculture rural activities, informal sector, cottage and small industries, organized industry and service sector- Wage differentials and its determinants-Gender, Education, Skill, Productivity, Efficiency -Impact of technology and modernization on women's work participation- Effects of globalization and liberalization on women. Tools of Women Empowerment-Women and education- GER ratio in India -Addressing gender inequalities in education Gender equity in health-Access to nutrition-Women's participation in decision making -Role-of civil society -Role of NGO's in empowering women- Gender and Community Economic-Development(CED)-SEWA-Shramshakti- Kudumbashree in Kerala.- Mod Social Security for Women-Measures for gender well being- Entitlements, ensuring economic independence and risk-coverage, access to credit and insurance market- Review of legislation for women's entitlements in India -Importance of 73rd Amendment of constitution in gender empowerment- Social Protection for Women Protection of property rights- schemes for safety net for women- Effectiveness of collective bargaining-Public and private programmes to improve women's health-National Commission for Women(NCW)- The National Credit Fund for Women-Mahila Samridhi Yojana (MSY)- National policy for empowering women- International measures to protect women's' rights U.N Decade for women -UN convention on CEDAW and DEVAW.

Practical

Demographic structure of India through census reports-Age structure of India- Method of calculation of mortality rate -Interstate variation in sex ratio-Measurement of fertility rate- Measurement of trend of female work participation ratio in different sectors-Wage structure of women in India in different sectors-exercise on gender inequality indices-Measures of women empowerment- Preparation of case studies based on field survey of Women in agriculture, on women participation in social, economic, political activities- Role of women in decision making in family and democratic institutions like Co-operatives local self govt. etc-Exercises on estimation of gender empowerment ratio, time series analysis of sex ratio, female literacy ratio,etc across different-States of India.

References

1. Sen, Sujatha (2012): Gender Studies- Dorling Kindersley (India) Pvt.Ltd, New Delhi.
2. Sen, Suvarna (2006): Gender and Development- ICFAI University Press, Hyderabad.
3. Dutta, Nandita and, Sumitra Jha (2014): Women and Rural Development- Pacific Books International Delhi.
4. Dutta, Nandita and, Sumitra Jha (2014): Women and Agricultural Development- Pacific Book, New Delhi.
5. Dutta, Nandita and Sumitra Jha (2014): Women Social Work and Social Welfare- Pacific Books International, New Delhi.
6. Jitendra Ahirrao (2013): Entrepreneurship and Rural Women in India- New Century Publications, New Delhi.
7. A.Venkateswarlu, et al. (2013): Dimensions of Female Sex Ratio::Interstate Variations in India- Serials Publications, New Delhi.
8. Desai, N and M.K Raj (1974): Women and Society in India- SNTD University, Mumbai.

9. Krishna Raj .M, Sudarshan.R.M, and Shariff.A (1999): Gender, Population and Development- Oxford University Press, New Delhi.
10. Seth .M (2000): Women and Development: The Indian Experience- Sage Publications, New Delhi.
11. Srinivasa.K, and A.Shroff (1998): India Towards Population and Development Goals OUP, New Delhi.
12. Wazir, R, (2000): The Gender gap in Basic Education: NGO's as Change Agents- Sage Publications, Delhi.
13. Sen, Amartya. (1990): More than 100 Million Women are Missing- New York Review of Books, vol.37, No.20, 1990.
14. UNRISD, (2004): Gender Equality: Striving for Justice in an Unequal World- UNRISD, France, 2004.
15. ILO (2002): Women and Men in the Informal Economy: A Statistical Picture- ILO.
16. Govt. of India (1974): Towards Equality-Report of the Committee on the Status of Women in India- Dept of Social Welfare, Ministry of Education and Social Welfare, New Delhi.
17. Govt.of India (2009): Gender Equality and Women Empowerment in India- National Family Health Survey 2005-06 (NFHS-3), IIPS, Mumbai.
18. John Mary .E (1996): Gender and Development in India- EPW, 31(47), PP 3071-77).
19. Pal, Manoranjan et.al (Ed) (2011): Health, Nutritional Status and Role of Women in India- Oxford University Press, New Delhi.
20. E Boserup (1970): Women's Role in Economic Development- George Allen and Unwin, London.

3. Econ 512 Poverty, Inequality and rural development 2+1

Poverty- Concepts, Definitions, dimensions and analytical context- Measures of Poverty-Head count ratio,Poverty gap,Human poverty index-Multidimensional poverty index-Recent developments poverty measurement- Poverty in India- Definition and measurement of Poverty in India: A Chronological Examination; The Great Indian Poverty Debate: A Snapshot; Identification of the Poor in India's Five year plans- Poverty Profiles- Rationale for poverty profile; Presentation of dimensions of poverty; Use of additive poverty measures and poverty comparisons; Poverty comparisons over time: sampling frame and method- adjustment for price differences; Poverty mapping and relative risk.- Inequality Measures- Difference between inequality and poverty; Measures of Inequality : Lorenz Curve; Gini Coefficient; generalized entropy measures including Theil's T and Theil's L., Atkinson's inequality measure;- Axioms of inequality and satisfying conditions of the measures of inequality; Decomposition of inequality measures.- Growth, inequality and Poverty- Debates on Growth versus inequality and poverty growth linkages.- Multidimensional Poverty- Properties of multidimensional poverty; Multidimensional poverty measures: issues of identification and aggregation; Multidimensional Poverty Measures.- Human Development- Human Development Concepts and Approaches ; Introduction to HD Measurement Issues- Growth, inequality and Human Development- Inequality Adjustment and inclusiveness of Human Development- The need for inequality adjustment in HDI: HDI in India Patterns and Trends; Disaggregating human development: An assessment of inclusiveness; Inter-dimensional response across the three dimensions: the optimal evaluation.

Practical

Different measures of measuring poverty-Poverty trend in different states of India-Narrative report on poverty trend of India through five year plans-Detailed study of different dimensions of poverty on India-Make an evaluation of different strategies and programmes taken by the government of India and its impact on poverty- Evaluation of the extend of poverty in the context of sustainable development goals-Make a comparison of poverty scenario of India and its neighbours-Poverty mapping-Inequality measures-Dimensions of inequality in India

Reference

1. Ravallion, Martin. 1992. "Poverty Comparisons: A Guide to Concepts and Methods." Living Standards Measurement Surveys Working Paper No. 88, World Bank, Washington, DC.
2. Sen, Amartya. 1987. *Commodities and Capabilities*. Amsterdam: North-Holland.
3. World Bank. 2000. *World Development Report 2000/2001: Attacking Poverty*. Washington, DC: World Bank.
4. Atkinson, Anthony. 1987. "On the Measurement of Poverty." *Econometrica* 55: 749–64.
- Clark, Stephen, Richard Hemming, and David Ulph. 1981. "On Indices for the Measurement of Poverty." *Economic Journal* 91 (361): 515–26.
5. Sen, Amartya K. 1976. "Poverty: An Ordinal Approach to Measurement." *Econometrica* 44 (2): 219–31.
11. Xu, Kuan, and Lars Osberg. 2002. "On Sen's Approach to Poverty Measures and Recent Developments." Working Paper, Department of Economics, Dalhousie University, Halifax, Nova Scotia.
6. Zheng, B. 1993. "An Axiomatic Characterization of the Watts Poverty Index." *Economics Letters* 42 (1): 81–6.
- Ahluwalia, M. S., 'Rural Poverty and Agricultural Performance in India', *Journal of Development Studies*, April 1978.
7. Dandekar, V.M. and N. Rath, *Poverty in India, 1971*, (Pune: Indian School of Political Economy).
8. Datta, K.L. and Savita Sharma, *Facets of Indian Poverty*, New Delhi: Concept Publishing, 2002.
9. Deaton, Angus and Valerie Kozel, *The Great Indian Poverty Debate*, Delhi: MacMillan, 2005.
10. Deaton, Angus and Jean Dreze, 'India's Food Puzzle: Growth, Poverty and Malnutrition', paper presented at the International Conference on Microeconomics of Growth in India, organized by ICRIER at New Delhi on December, 2006.
11. Government of India, 'Task Force on Projections of Minimum Needs and Effective Consumption Demand', Perspective Planning Division, Planning Commission, 1979.
12. Government of India, 'Study Group on Estimation of Poverty Line', Perspective Planning Division, Planning Commission, 1984.
13. Mehta, J. and S. Venkatraman, 'Poverty Statistics: Bermicide's Feast', *Economic and Political Weekly*, July 1, 2000.
14. Palmer-Jones, R. and K. Sen, 'On India's Poverty Puzzles and the Statistics of Poverty', *Economic and Political Weekly*, January 20, 2001.
15. Sen, Pronab, "Of Calories and Things: Reflections on Nutritional Norms, Poverty Lines and Consumption Behaviour in India", *Economic and Political Weekly*, October 22, 2005. 31.
- Saxena, N. C., 'Poverty Estimates for 1999-2000', Planning Commission, New Delhi, 2001.
16. Sen, Amartya, 'Development as Capability Expansion', *Journal of Development Planning*, Vol.19, pp.41-58, 1989.
17. Subramanian, S., 'Unraveling a Conceptual Muddle: India's Poverty Statistics in the Light of Basic Demand Theory', *EPW*, January 1, 2005.

18. World Bank, World Development Report, Washington DC: World Bank, 2001.
21. Ravallion, Martin, and Monika Huppi. 1991. "Measuring Changes in Poverty: A Methodological Case Study of Indonesia during an Adjustment Period." World Bank Economic Review 5 (1): 57–82.
19. Atkinson, A. B. 1970. "On the Measurement of Inequality." Journal of Economic Theory 2
20. Dollar, David and Aart Kraay (2000). "Growth is good for the poor", World Bank, Washington DC
21. Fields, Gary (1989). "Changes in poverty and inequality in developing countries", World Bank Research Observer, 4:167-186.
22. Datt, Gaurav (1999): "Has Poverty in India Declined since the Economic Reforms?," Economic and Political Weekly 34 (December 11-17).
23. Datt, Gaurav (1999): "Has Poverty in India Declined since the Economic Reforms?," Economic and Political Weekly 34 (December 11-17).
24. Birdsall, Nancy, D. Ross and R. Sabot (1995). "Inequality and Growth Reconsidered: Lessons from East Asia", World Bank Economic Review 9(3): 477-508.
25. Alkire, S. and J. Foster. (2008): "Counting and Multidimensional Poverty Measurement", Working Paper No 7, Oxford Poverty and Human Development Initiative

4. Econ 513 Environment and Development (1+1)

Basic Concepts of Environmental Economics Concept of Environmental Economics, its origin. Environmental Economics and Ecological Economics - Environmental Economics and Natural resource Economics - Basic Concepts: Biodiversity – genetic, species and ecosystem, Habitat. Tragedy of commons, renewable and non-renewable resources- Maximum sustainable Yield, Green National Accounting-Externalities, Market Failure and Environmental Valuation Public Goods and Public Bads – concept of externalities - Property Rights and Coase Theorem. Direct and Indirect methods of environmental valuation – Cost Benefit Analysis, Net present value. Contingent Valuation Method, Travel Cost Method, Hedonic Price Method, Averting Expenditure Method- Environmental Impact Assessment-Environmental Policy Instruments of environmental policy – CAC, price-based and quantity-based instruments permit system – Criteria for Evaluating Environmental Polices, environmental regulations and local economic activity. Forest management and initiatives- Development, Trade and Environment Development, Poverty and the Environment - Population and Environment, The Quest for Sustainable Development. Indicators and Measurements of Sustainable Development. Environmental Justice, Does Trade Harm the Environment? - Environment and Development Global Pollutants and International Environmental Agreements - Green Houses Gases and Global Warming - Climate Change and Global Agreements – Kyoto Protocol, Montreal Protocol. Environmental Kuznets' Curve

Practical

Classification renewable and non-renewable resources in India- Tragedy of commons in Indian context-Exercise on National Green Accounting- Exercise on Cost Benefit analysis-Calculation of Net Present Value-Contingent Valuation method-Travel cost method-Hedonic price method-Averting expenditure method-Measurement of sustainable development-Kyoto and Montreal protocol and India- Sustainable Development Goals Field Visit: One-day field visit to be done by the students with the faculty to a place, from where environmental related issues could be highlighted, and the students are requested to prepare a note including some research questions after the visit.

Reference

1. Maureen L. Cropper; Wallace E. Oates (1992) Environmental Economics: A Survey, Journal of Economic Literature, Vol. 30, No. 2. (Jun., 1992)
2. Anthony C. Fisher; Frederick M. Peterson (1976) The Environment in Economics: A Survey, Journal of Economic Literature, Vol.14, No.1. (March 1976)
3. Hussen, Ahmed (2004) 'Principles of Environmental Economics', 2nd ed., Routledge
4. Field, Barry C and Field, Martha K (2002) 'Environmental Economics: An Introduction', 3rd ed., McGraw Hill Irwin
5. Singh, Katar and Shishodia, Anil (2007) 'Environmental Economics: Theory and Applications', Sage
6. Maureen L. Cropper; Wallace E. Oates (1992) Environmental Economics: A Survey, Journal of Economic Literature, Vol. 30, No. 2. (Jun., 1992)
7. Kolstad, Charles D (2003) 'Environmental Economics', OUP
8. Thomas, Janet M and Callan, Scott J (2007) 'Environmental Economics', Thomson South-Western, India ed.
9. Bhattacharya, R N (2001) 'Environmental Economics: An Indian Perspective', Oxford
10. Tietenberg, Tom 'Environmental and Natural Resource Economics', 6th ed., Pearson
11. Shanker, U (2003) 'Environmental Economics', OUP

5. Econ 514 Labour Economics (2+0)

Theoretical Issues in Labour Economics Labour supply: Measuring the labour force- Workers preferences - Time and budget constraints, Hours of work decision- Labour demand: Production function, Employment decision in the short run and long run, Long run demand for labour- Labour market equilibrium: Equilibrium in a single competitive labour market, Competitive equilibrium across labour markets, Non competitive labour markets, Cobweb model- Wages, Alternative Pay Schemes and Labour efficiency Wages: Perfect Competition – Homogenous workers and Jobs, Wage Differentials – Heterogeneous Workers and Jobs, The Hedonic Wage Function. Alternative pay schemes and labour efficiency: Economics of fringe benefits, Theory of optimal fringe benefits, Efficiency wage payments, deferred payments schemes, Labour Efficiency: Education in the labour market, Schooling model-Labour Productivity, Unemployment and Migration Labour productivity: Concept and measurement, Wages, Prices and Employment. Unemployment: Measurement, The Stock–Flow model, Frictional, Structural and Demand– Deficient unemployment- reducing unemployment – Public policies. Labour mobility: Types Migration as an investment in human capital- Determinants of migration- Consequences of migration- The Economic Benefits of Immigration-Labour Market Discrimination- Trade Union and Collective Bargaining Labour market discrimination: Race and gender in the labour market- The Crowding Model Employer and Employee discrimination- measuring discrimination – The Oaxaca Decomposition-Trade Union – Determinants of union membership- Economic Impact of Unions - Union wage advantage- Efficiency and Productivity of Unionism. Collective bargaining: Economic sanctions of collective bargaining- bargaining power in collective bargains counteracting pressures – Employer’s resistance- Potential impact on union-Agricultural Labour and Unit Market Agricultural workers-categories and nature of employment- Problems of agricultural workers and remedial measures- Interlocking of factor markets- Agricultural Unit and Rural co-operatives Kisan Credit Cards (KCCs) and NABARD- Agricultural price policy- Food Security and Public Distribution System

Reference

1. Butler, A.D. (1972): Labor Economics and Institutions, American Publishing Company, ND.
2. George, J.B. (1996): Labour Economics, McGraw Hill,, NY.
3. Marshall, F.R., V.M. Briggs, and A.G. King (1984): Labour Economics, Richard D. Irwin Inc. Home wood, Illinois.

4. McConnell, C.R., S.L. Brue and D.A. Macpherson (2009): Contemporary Labour Economics, McGraw Hill, NY.
5. Burton, F.J, L.K. Benham, W.W. Vaughn III and R.J. Hanagan (Eds.) (1971): Reading in Labour Market Analysis, Holt. Rinehart and Winston, Inc, USA.
6. Rees, A. (1973): Economics of Work and Pay, Harper and Row, NY.
7. Sen, A.K. (1975): Employment, Technology and Development, OUP, ND. 4. Solow, R.M. (1990): Labour Market as an Institution, Harper and Row, NY.

6. Econ 515 Mathematical Economics (2+1)

Theory of Consumer Demand Utility maximization- derivation of demand functions – Elasticity-measurement – Slutsky equation - Direct and cross effects - Homogeneous and homothetic utility functions – Indirect utility function - Roy's identity - Linear expenditure systems -Constant elasticity models- Theory of Production Production Function – Producer's equilibrium – derivation of input demand functions – Cobb Douglas production function - CES production function -VES production function- Translog production. Cost function: Derivation of cost as a function of output-Duality - Shepherd's lemma derivation of supply function- generalized Leontief cost function – Technological progress and production function-Theory of Markets Mathematical treatment of market equilibrium- Single goal firm and multiple goal firms Mathematical treatment of equilibrium under different market situations- Linear Programming and Input-Output Analysis Linear programming: Primal and dual problem - General linear programme – Complementary slackness theorem - Simplex Solution-Input Output Analysis: Open and closed, static and dynamic Leontief system -Technological viability -Hawkins-Simon's conditions for viability. Decision Theory Decision theory framework-Payoff Tables-Regret Tables-Decision under uncertainty-uncertainty and risk-Methods of incorporating risk-Value of perfect information-Decision tree and its uses-Theory of Games: Two-person zero-sum game - Pure and mixed strategy - Saddle point theorem.

Practical

Differential calculus-Applications of Derivatives- Derivation of cost as a function of output - Linear programming-Optimisation-Static analysis-Optimization problems as to goal equilibrium, whether of a household, business firm, or policy maker Static (or equilibrium) analysis in which the economic unit (such as a household) or economic system (such as a market or the economy) is modelled as not changing Comparative statics as to a change from one equilibrium to another induced by a change in one or more factors-Dynamic analysis, tracing changes in an economic system over time, for example from economic growth-LPP - Primal and dual problem- Simplex method - Decision tree problem – Game theory problems

References

1. Allen R.G.D (1956): Mathematical Economics- Macmillan Co. Ltd.
2. Birchenhall C and Grout P (1984): Mathematics for Modern Economics- Philip Allen. Harness and Noble Books, Oxford.
3. David. F Heithfield and Soren Wibe (1987): Introduction to Cost and Production Functions- Macmillan Education Ltd.
4. Eugene Silberberg (1990): The Structure of Economics: A Mathematical Analysis Second Edition, McGraw Hill International Ltd.
5. J.M Henderson and R.E Quandt (1980): Microeconomic Theory: A Mathematical Approach- McGraw Hill International Ltd.
6. Michel D. Intriligator (1980): Econometric Models, Techniques and Applications Prentice Hall of India Ltd.
7. Alpha C. Chiang (1988): Fundamental Methods of Mathematical Economics- McGraw Hill International Edition.

8. Amitabh Kundu, et. al (1976): Input Output Framework and Economic Analysis- Centre for the Study of Regional Development, New Delhi.
9. Krishna K.L (ed.) (1987): Econometric Applications in India- Oxford University Press, New Delhi.
10. Barry Bressler: A Unified Introduction to Mathematical Economics.

7. Econ 516 Econometric Methods and Applications (2+1)

Simple Linear Regression Model Nature and scope of Econometrics-Economic theory and mathematical economics-Methodology of econometrics-Uses of econometrics-The concept of 4PRF -Significance of stochastic error term-The SRF Problem of estimation- Method of ordinary least squares-Assumptions underlying the method of least squares-Properties of estimators-Gauss Markov theorem-Coefficient of determination, r^2 -Normality assumption-Hypothesis testing- t and F tests-P value- Practical versus statistical significance-Prediction Method of maximum likelihood-Maximum likelihood estimation of two variables model-Multiple Regression Analysis The three variable model-OLS estimation of partial regression coefficients-Multiple coefficient of determination R^2 and adjusted R^2 -Hypothesis testing-Testing the overall significance of the regression model-F test-Testing the equality of two regression coefficients-Restricted least squares-Chow test General k variable regression model- Matrix approach to estimation and derivation of the properties of OLS estimators- Econometric Problems Multicollinearity-Nature, consequences, detection and remedial measures-Autocorrelation-Nature, consequences, detection, and remedial measures- Heteroskedasticity-Nature, consequences, detection and remedial measures- Extensions of Two Variables and Dummy Variable Regression Model Regression through the origin-Functional forms of regression models, log-log, log-lin, lin-log and reciprocal models- Dummy variable-ANOVA models-ANCOVA models-Dummy variable trap-Dummy variables and seasonal analysis-Structural analysis-Piecewise linear regression-Model Specification and Diagnostic Testing Types of specification errors-Detection and consequences-RESET-Errors of measurement - Consequences, remedies-Qualitative response regression models-Linear probability model, Logit and Probit.

Practical

Simple linear regression problem – method of OLS, estimation – testing of hypothesis problem – F test – t test – multiple regression problems – derivations - Econometric Problems Multicollinearity Nature - Extensions of Two Variables and Dummy Variable Regression Model - ANOVA Problems- ANCOVA problems - models-Dummy variable trap-Dummy variables and seasonal analysis-Structural analysis-Piecewise linear regression-Model Specification and Diagnostic Testing Types of specification errors-Detection and consequences

References

1. Damodar N Gujarati and Dawn C Porter (2009): Basic Econometrics, Fifth Edition, McGraw Hill International Edition.
2. Damodar N Gujarati (2011): Econometrics by Example, First Edition, Palgrave, MacMillan.
3. James H Stock and Mark W Watson (2017): Introduction to Econometrics, Third Edition, Pearson, Addison Wesley.
4. Carter Hill, William Griffiths and Guay Lim (2011): Principles of Econometrics, 4th Edition, John Wiley & Sons.
5. Jeffrey M Wooldridge (2018): Introductory Econometrics: A Modern Approach, 7th Edition, Thomson South Western.
6. Robert S Pindyck and Daniel L Rubinfeld (1998): Econometric Models and Economic Forecasts, Fourth Edition, McGraw Hill International Edition.
7. Kerry Patterson (2000): An introduction to Applied Econometrics: A Time Series Approach, First Edition, Palgrave.
8. Walter Enders (2010): Applied Econometric Time Series, Third Edition, Wiley India Edition.

9. Richard Harris and Robert Sallis (2006): Applied Time Series Modeling and Forecasting, First Edition, Wiley Student Edition.
10. Dimitrios Asteriou and Robert Hall (2015): Applied Econometrics, 3rd Edition, Oxford University Press.
11. Jack Johnston and John Dinardo (1998): Econometrics Methods, Fourth Edition, The McGraw Hill Companies.
12. William H Greene (2018): Econometric Analysis, 8th Edition, Pearson Education.
13. Christopher Dougherty (2007): Introduction to Econometrics, Third Edition, Oxford University Press.
14. Chris Brooks (2012): Introductory Econometrics for Finance, 3rd Edition, Cambridge.
15. Hamid R Seddighi (2012): Introductory Econometrics- A Practical Approach, Routledge.
16. Chandan Mukherjee, Howard White and Marc Wuyts (1998)-Econometric and Data Analysis for Developing Countries, First Edition, Routledge.
17. Peter Kennedy (2013): A Guide to Econometrics, 6th Edition, Wiley- Blackwell.
18. AH Studenmund: Using Econometrics: A Practical Guide, Fifth Edition, Pearson Education.

References

1. Sen, Sujatha (2012): Gender Studies- Dorling Kindersley (India) Pvt.Ltd, New Delhi.
2. Sen, Suvarna (2006): Gender and Development- ICFAI University Press, Hyderabad.
3. Dutta, Nandita and, Sumitra Jha (2014): Women and Rural Development- Pacific Books International Delhi.
4. Dutta, Nandita and, Sumitra Jha (2014): Women and Agricultural Development- Pacific Book, New Delhi.
5. Dutta, Nandita and Sumitra Jha (2014): Women Social Work and Social Welfare- Pacific Books International, New Delhi.
6. Jitendra Ahirrao (2013): Entrepreneurship and Rural Women in India- New Century Publications, New Delhi.
7. A.Venkateswarlu, et al. (2013): Dimensions of Female Sex Ratio::Interstate Variations in India- Serials Publications, New Delhi.
8. Desai, N and M.K Raj (1974): Women and Society in India- SNDT University, Mumbai.
9. Krishna Raj .M, Sudarshan.R.M, and Shariff.A (1999): Gender, Population and Development- Oxford University Press, New Delhi.
10. Seth .M (2000): Women and Development: The Indian Experience- Sage Publications, New Delhi.
11. Srinivasa.K, and A.Shroff (1998): India Towards Population and Development Goals OUP, New Delhi.
12. Wazir, R, (2000): The Gender gap in Basic Education: NGO's as Change Agents- Sage Publications, Delhi.
13. Sen, Amartya. (1990): More than 100 Million Women are Missing- New York Review of Books, vol.37, No.20, 1990.
14. UNRISD, (2004): Gender Equality: Striving for Justice in an Unequal World- UNRISD, France, 2004.
15. ILO (2002): Women and Men in the Informal Economy: A Statistical Picture- ILO.
16. Govt. of India (1974): Towards Equality-Report of the Committee on the Status of Women in India- Dept of Social Welfare, Ministry of Education and Social Welfare, New Delhi.
17. Govt.of India (2009): Gender Equality and Women Empowerment in India- National Family Health Survey 2005-06 (NFHS-3), IIPS, Mumbai.
18. John Mary .E (1996): Gender and Development in India- EPW, 31(47), PP 3071-77).
19. Pal, Manoranjan et.al (Ed) (2011): Health, Nutritional Status and Role of Women in India- Oxford University Press, New Delhi.
19. E Boserup (1970): Women's Role in Economic Development- George Allen and Unwin, London.

8. Econ 517 Behavioural Economics (2+0)

Introduction-Introduction to behavioural economics – Behavioural economics and the standard economic

models – History and evolution: the neoclassical approach, resurgence of psychology and birth of behavioural economics- Experimental Method-Reasons to run experiments in economics – Building an experimental sample – Methodological stand points – Transferring experimental results into reality – statistical analysis-Models of Decision Making and Anomalies in Preferences-Rationality issue: assumptions and axioms under standard economic models – Weaknesses of standard economic model: Failure of transitivity, reference dependence, failure of invariance and failure of dominance and invariance – Reason based choices –Biases in judgements – Heuristics-Decision Making under Risk and Uncertainty

Expected Utility Theory – Anomalies in Expected Utility Theory: Common consequence effect, common ratio/certainty effect – Conventional alternatives to Expected Utility Theory: Disappointment theory, Decision-weighting theories, Rank dependent theory – Non-conventional-alternatives to Expected Utility Theory: Regret Theory, Prospect Theory – Decisions from-Description versus Decisions from Experience

Inter-temporal Decision Making-Discounted Utility Model, Time Discounting, Time Preferences – Origins of Discounted Utility– Discounted Utility Anomalies – Alternatives to Discounted Utility Model: Model of Hyperbolic-Discount, Modifying the Instantaneous Utility Function, More Radical Models

References:

1. Wilkinson, Nick and Matthias Klaes (2012): An Introduction to Behavioural Economics, Palgrave Macmillan.
2. Camerer, Colin F. and George Loewenstein, & Matthew Rabin: (2003): Advances in Behavioral Economics, Princeton University Press.
