<table>
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<tr>
<th>Semester</th>
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<td><strong>THIRD SEMESTER</strong></td>
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<td>III</td>
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<td>b) Monetary Economics</td>
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<td><strong>FOURTH SEMESTER</strong></td>
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<td>IV</td>
<td>a) International Business Environment or</td>
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<td>V</td>
<td>Corporate Economics (Compulsory)</td>
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<td>Electives</td>
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<td>a) Mathematics for Economists</td>
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<td>a) Statistics for Economists</td>
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<td>b) Karnataka Economy</td>
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<td>c) Hospitality Economics</td>
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Module – 1


Module -2


Module – 3

Demand forecasting – Meaning, Objectives, Types of demand forecasting – Survey method and Statistical method. Importance of Demand forecasting.

Module – 4


Module – 5

Reference:

1. Business Economics – Sankaran
2. Business Economics – Mithani
4. Business Economics - Dhingra
II SEMESTER

Managerial Economics

Module – 1


Module – 2


Module – 3


Module – 4


Reference Books :

1. Managerial Economics – Dean Joel
2. Managerial Economics - Varshray and Maheshwari
3. Managerial Economics – Chopra.G.P
4. Managerial Economics Keat
5. Managerial Economics Peterson
Module 1: Introduction

Infrastructure and economic development - Infrastructure as a public good; Social and physical infrastructure; Special characteristics of public utilities. The peak-load, Off Load Problem, Dual Principle Controversy; Economies of scale of Joint supply; Marginal Cost Pricing vs. other methods of pricing in public utilities; Cross-subsidization - free prices, equality and efficiency.

Module 2: Transport Economics


Module 3: Communications


Module 4: Energy Economics


BASIC READING LIST(Common to III and IV semester)


Module-1: Nature and functions of money
   Meaning-forms of money-functions of money-Gresham’s law- Role of money in modern economy.

Module-2: Demand and Supply for money
   Factors determining supply and demand for money-Quantity theory:-Fisher’s equation- Cambridge version-Keynesian income and expenditure theory
   Inflation: types-causes-effects-remedies-Phillip curve-deflation and stagflation,
   Index numbers: uses-limitations- construction of index numbers in India.

Module -3: Commercial Banking
   Role of commercial banks in a developing economy- structure of banking system-functions of commercial bank-balance Sheet-credit creation-portfolio management-Banking practices and services: Cheques-drafts-bills-passbook-ATM-E-banking-KYC-RTGS-debit and credit cards-Electronic fund transfer-MICR-IFSC- Money market: Composition- characteristics-working of Indian money market-capital market.

Module -4: Central Banking and policy
   Functions-credit control-Monetary policy-objectives-instruments of monetary policy-uses of monetary policy-limitations-monetary policy lags-effectiveness of monetary policy in India.

Reference books
1. Monetary economics : M.L Seth
2. Micro and Macro economics : M.C Vaish
3. Managerial economics : Varshiney and Maheshwari
4. Macro economic theory : M.C Vaish
5. Indian Economy : KPM Sundaram
6. Indian Economy : I.C Dhinra
8. Monetary Economics : Sethi.T.T
9. Monetary Economics : Netra Jain
10. Monetary economics : Suraj B Gupta
Module – 1


Module – 2


Module – 3

International and Technological environment, multinational corporations – Foreign Collaboration in Indian Business – Foreign direct investment – Merits and Demerits with special reference to India. FIIs – International economic institutions, IMF, IBRD WTO, TRIPS, TRIMS, Dispute settlement in WTO regime, WTO and its impact on Indian Economy.

Module – 4


Module – 5

Foreign Trade of India – Features, Trade Policy, EXIM Bank, Indian Balance of Payments, disequilibrium – Methods to connect disequilibrium in the BOP.

Reference:
2. Ghosh, Biswanathan, Economic Environment of Business
3. Raj Agarwal and Parag Diwan, Business Environment
4. Senguptha.N.K., Government and Business in India
5. Danielis, International Business Environment and Operations
6. Michael V.P. Business Policy and Environment

Bangalore University
Module – 1

Nature & Scope of Public Economics


Module – 2
Public Revenue

Sources of public revenue (Centre, State & Local), Taxation and non taxation, direct and indirect taxes: - Merits and demerits – Cannons of taxation – incidence of taxation – taxable capacity – optimal taxation (Laffer curve) recent tax reforms (VAT & GST – Kelker Committee recommendation)

Module – 3
Public Expenditure

Meaning – Classification of public expenditure plan and non plan development – development and non development – Wagner law, Role and effects of public expenditure in economic development –causes for increasing public expenditure in recent years in India – recent reforms to control public expenditure.

Module – 4
Public Debt


Reference Books :
Public Finance(2009) – B.P.Tyagi
Modern Public Finance – Musgrave
Public Finance(2009) - Lekhi
Module -1: Introduction to Corporate Economics

Introduction-meaning-Nature and characteristics of corporate economics- scope of corporate management and administration-principles of corporate management-importance of corporate business houses in economic development of a country.

Module-2: Corporate Planning

Introduction- corporate planning- meaning and definitions -nature-objectives-types of corporate plans-importance of corporate planning-need for corporate planning-corporate budget allocation- government rules and regulations pertaining to corporate sector.

Module-3: Human Resource Management, Recruitment and Risk management


Module-4: Corporate Business and Globalization

Introduction- Globalization and market forces: meaning and definition-Multinational corporations;-Nature and significance of MNCs-working of MNCs-WTO and corporate sector- Indian corporate houses:-growth, contribution and problems-TATA,
RELIANCE, INFOSIS, WIPRO, KINGFISHER, BIO EON-Future of corporate sector in India- Acquisitions and Mergers.

Module -5: Corporate Social Responsibility

Introduction –meaning of CSR-approaches-ethical consumerism-Ethics training-
Social awareness and education- laws and regulations- management psychology-
criticisms and concerns-Recent social security measures under corporate world.

Skill Development

* Prepare charts on corporate houses in India and abroad
* Visit both and small corporate houses
* Present seminar on success stories of corporate houses
* Prepare charts on corporate houses in India and abroad
* Prepare a paper on failure of big corporate houses
* Present a chart on disaster management
* Visit to a corporate house
Module-1: Review of Elementary mathematics


Module-2: Differential calculus

Simple rules of differentiation and partial differentiation-Application of differentiation in economics-calculation of marginal cost, average cost, marginal revenue, and average revenue from their respective total cost and revenue functions-Elasticity theorems: types of elasticity-calculation of price-income-cost elasticity and cross(partial) elasticity of demand-substitutes and compliments-Relationship between AR, MR, and price elasticity of demand.

Module-3: Maxima and Minima of functions

Necessary and sufficient conditions for maxima and minima in single and multivariable functions: Market equilibrium-effect of specific tax-advaloreum tax and specific subsidy on market equilibrium-Walrasian and Marshallian static stability condition-Homogeneous functions: Cobb-Douglas production function and laws of returns-calculation of marginal productivity of labour and capital.
Module-4: Unconstrained and constrained optimization problems

Un constrained optimization: output-revenue and profit maximization under perfect competition-profit maximization under monopoly- oligopoly and duopoly markets.

Constrained optimization: Necessary and sufficient condition for consumer equilibrium-Numerical problems of utility maximization and production maximization.

Module -5: Integral Calculus,

Meaning-simple rules of integration-calculation of total revenue and total cost from their respective MR and MC functions-Calculation of consumer’s surplus and producer’s surplus.

Skill Development

1. Student s to choose a product, price quantity demand quantity supply and derive the1, Student is to choose a product, price quantity demand quantity supply and derive the demand and supply equations in real situation.
2. Calculate market equilibrium price and quantity for any product
3. Distinguish simple and compound rate of interest, collect data about principal amount, rate interest from any bank and calculate amount, work simple and compound rate of interest in real situation
4. Student to choose product price and quality demand and supply price elasticity in real situation

Reference Books

Mathematics and Statistics for Economists  G.S Monga
Quantitative methods for Economists  R.Veerachamy
Mathematical Analysis for Economists  RGD Allen
Theory and Problems of introduction to mathematical economics Edward T Dowling
An introduction to mathematical economics D.Bose
Module-1: Introduction to Rural Development

Meaning- nature -scope and importance-need for rural development-
problems of rural sector: rural poverty-causes-poverty alleviation programmes:

Module-2: Issues in Rural development

Agriculture: productivity-yield gap in major crops across the countries-land reforms-national agriculture policy-water resource management-social forestry and forest preservation-rural industrialization-need for rural industrialization-small scale industries – cottage industries-PURA-food security in rural areas(PDS).

Module-3: Financing Rural development

Credit needs of rural population: NABARD and rural development-types of credit-district union of farmers service societies-Decentralized credit planning: district credit plans-block level planning-20 point programme and rural development-role of voluntary agencies-training for rural people-role of Gram Panchayat in rural development-future of rural development-Gram sabha-Grameena banks-micro finance: SHGs case study.

Module -4: Co-operation

Meaning-significance-principles-classification-co operation and economic development-partial vie of co operation movement in UK, Germany-origin and
development of co-operative movement in India with special reference to Karnataka, problems of co-operative movement.

**Module-5: Agricultural and Non Agricultural co-operatives**

Co-operative v/s collective farming - service co-operatives - Co-operative agricultural marketing - Co-operative marketing - Co-operative processing of agricultural produce - consumer - co-operatives - co-operative housing - urban financial co-operative societies - Dairy co-operatives - mixed co-operative credit (primary, district, state) - co-operative education and training.

**Skill Development**

1. A chart on various poverty alleviation and employment guarantee programmes in India.
2. A report on water resource management
3. A chart on rural finance
4. The efficacy of gram Sabah and micro finance
5. A report on India's co-operative movement
6. A report on co-operative education and training.

**Reference Books**

- Rural development: Vasant Desai
- Co-operation: T.N Hajela
- Agricultural Economics: B.P Tygi
- Indian Economy: Ruddar Dutt
- Indian Economy: I.C Dhingra
- Indian Economy: K P M Sundaram
- Indian Economy: A.N Agaral
- Karnataka Economic Survey, Economic journals pertaining to Karnataka Economy
- Annual Budget documents, Kurukshetra, yojana, etc,
Module –1: Introduction to Tourism Economics:


Module –2: Demand and Supply aspects of Tourism


Module –3: Infrastructure and Forms of Tourist transportation

Tourism Infrastructure: Types, Forms and Significance - Accommodation: Forms and types - Tourist transportation: Air- Surface- Rail and Water-Karnataka Tourism: Growth and Development of Tourism in Karnataka- Contribution of tourism to state GDP-Role of KSTDC and private agencies.
Module-4: Tourism Marketing


Module-5: Tourism Policy and Planning

Role government-public and private sectors-role of international multinationals-state and local tourism organizations-tourism policy 1982 and 2002-investment opportunities and government policy (hotel and tourism industry) –sources of funding.

Reference Books

* Vanhove, N. The Economics of Tourism Destinations, Oxford: Elsevier Butter worth
Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
Sinha, P.C : Tourism marketing
Vearne,: Hospitality marketing
Kotler, Philip and Armstrong Philip: Principle of Marketing, ,
Crough, Marketing Research for Managers.
Singh Raghubir, Marketing and Consumer Behaviour.
Patel, S.G., Modern Market Research, Himalaya Publishing..
Bhatia, A.K, - International Tourism
Seth, P.N., Successful Tourism Management
Bhatia, A.K Tourism development, principles and practices
Pran Nath Seth , Tourism Practices
Yashodhara Jain, Tourism development
Module -1: Introduction

Module-2: Human Resource planning and Job analysis

Module-3: Recruitment and Human Resource Management
Sources of recruitment: Selection process-Test types-Interview types-Career planning v/s Man power planning- Succession planning-Career planning process- Career development-Placement and Induction-Performance appraisal and its methods-Transfer-Promotion and Reward policy.

Module -4: Training of Human Resource
Methods- Distinction between training and development training objectives –Investment and Training-Identification of training needs-Principles of training and development-On the job training method-Off the job training method-Wage and Salary Administration: wage board and pay commission- wage incentive-
Fringe benefits-employee welfare- safety and health measures-grievance procedures-redressel of grievances.

**Module -5: Human Rights and Human Resource Management**

Module -1: Concept of statistics, collection, classification, tabulation and presentation of data

Meaning- uses and limitations of statistics- collection of primary and secondary data-methods- framing a questionnaire-sources of secondary data - Samples-meaning-methods of sampling: random(probability) and non random (non probability) sampling methods-Classification of data: types of classification-statistical series-individual discrete and continuous series-frequency table for discrete and continuous series concept of cumulative frequency-Tabulation data: Diagrammatic representation-types of diagrams- Graphical representation-histogram ,frequency curve, frequency polygon-ogives (cumulative frequency curve).

Module -2: Measures of central tendency

Meaning and characteristics of a good average-Types of statistical averages-mean, median and mode- Mean-arithmetic mean-simple and weighted- Arithmetic mean-harmonic mean-geometric mean- relationship between arithmetic -harmonic and geometric mean-relationship between mean median and mode.

Module-3: Measures of dispersion

Meaning and measures of dispersion-Range- quartile –derivation- mean derivation- standard derivation and Lorenz curve –coefficient of variation- the variance -Skewness and kurtosis (concepts)Correlation and regression:-correlation –meaning and types measurement of correlation-karl pearsons
coefficient, Regression-Meaning-regression lines- regression equations of X or Y and Y or X-relationship between correlation and regression analysis.

**Module -4: Time Series analysis and Index Numbers**

Time Series analysis: meaning- components and significance of time series-Methods of estimating trend value-semi average – moving average and least square method- Index numbers: meaning uses and types of index numbers- concept of price relative-Methods of constructing index numbers: un weighted index numbers – simple aggregate method and average of price relative method- weighted index numbers-Laspeyers method- paasche method and fisher's ldurl index numbers- Tests of index number formula-time reversal test and factor reversal test.

**Module-5: Statistical Inference**

Estimation: meaning and types of statistical estimation-properties of good estimates-Hypothesis testing-meaning of hypothesis null and alternative hypothesis-type 1 and type ii errors – level of significance-confidence interval- Hypothesis testing methods-Z test- I test -F test and X2 (chi-square) test (concepts only).

**Reference books**

1. Mathematics and Statistics for Economists : G. S Monga
2. Quantitative methods for economists : R. Veerachamy
3. Quantitative techniques : DR, S Sachdeva
5. Statistics : Gupta
MODULE- 1: Introduction

Total geographical area-land use pattern-HDI in Karnataka-Features of Karnataka economy- Demographic profile of Karnataka : Trends in population growth-growth rate-density –age- sex and size composition –population policy-rural urban migration-changes in occupational structure-Karnataka as knowledge capital of India -Karnataka as FDI destination.

MODULE -4: Poverty and Unemployment in Karnataka


MODULE- 3: Agriculture

Trends in agricultural production: Causes for low Agriculture productivity-dry land farming- cropping pattern -water shed management in Karnataka -irrigation- 2nd green revolution- agriculture marketing- agriculture finance-institutional and non institutional sources-cooperative credit-Role of micro finance in agriculture-interstate water disputes.
MODULE-4: Industry and Tertiary Sector


Recent roads development projects-Status of exports and imports of Karnataka-Karnataka’s trade policy-Health and nutrition in Karnataka.

MODULE-5: Public Finance


Reference Books

Government of Karnataka : Economic Survey
Karnataka Economy : O.D Hegade
Karnataka Economy : Dr.Prasanna and Dr. Shivananda
Karnataka Economy : Planning Commission Report
Indian Economy : A.N Agaral
Karnataka Economic Survey : Economic journals pertaining to Karnataka Economy
Annual Budget documents, Kurukshtra, yojana, etc.,
Module -1: Introduction to Hotel economics


Module-2: Growth and Development of Hotel Industry

Module-3: Hotel industry and tourism

Link between tourism and hospitality industry-trends in hospitality industry in India and Karnataka-emerging trends of hospitality industry-issues and challenges-prospects-Quality aspects in hotel industry-health and hygiene.

Module -4: Demand and Supply of hotel industry


Module-5: Policy and Planning


Reference Books
Hotels for Tourism Development : Dr. Jagmohan Negi
Principles of grading and classification of hotels, : Dr. J. Negi
Tourism restaurant &resorts - : C.B.Gupta,
Management Theory & Practice : Bagri SC &Dahiya Ashish,
Introduction to Hospitality, : Joseph D. Fridgen
Hospitality Today : Kevin Baker, Jeremy Hayton
Tourism and the hospitalities : W.Lattin Attn. Rocco; Andrew Vladimir,
Hospitality Mgt. : S.N. Bagchi & Anita Sharma –