

## **Department of Business Economics**

### **Program Specific Outcomes (PSO) of MBA (Business Economics)**

PS01. Provide thorough grounding in fundamental concepts of Economics and its applicability in Business and Management.

PS02. Equip students with essential tools and techniques in Statistics and Advanced Microeconometrics and Macroeconometrics required especially for a career in Business Analytics.

PS03. Provide essential skills related to Accounting, Business Strategies and Marketing Tools and Techniques for an all-round understanding of Business Management.

PS04. Provide live exposure to business practices via compulsory Summer Internships with a corporate entity or research unit.

PS05. Foster leadership qualities and teamwork among students via active student involvement in business and economy -related events.

PS06. Provide active support for Final Placement of Students with reputed corporate entity.

### **Course Outcomes (CO)**

**Paper Number: 101**

**Title of the Paper: Micro Economic Analysis**

CO1 This course basically imparts the advance knowledge of microeconomics. One of the key subjects to understand how economy works.

CO2 This course will help the students to imbibe the knowledge of how does the consumer and producers behave in different markets. How they try to optimize to reach their best and affordable choices.

CO3 Students can gain knowledge about how the market fails and its relevant reasons.

**Paper Number: 102**

**Title of the Paper: Accounting for Business**

CO1 Introduction to Accounting Records & Systems

CO2 Basics of Current Assets, Sales and Inventories, Long Term Assets, Shareholders Equity and Liabilities Cash Flows

CO3 Analysis of Financial Statements

CO4 Understanding of Budgeting and Budgetary Control

**Paper No: 103**

Title of the Paper: **Marketing Management**

CO1 Understanding Consumer Behaviour

CO2 Basics of Branding and Product Management

CO3 Basics of Pricing, Distribution, Sales and Marketing Management

Paper No **104**

Title of the Paper: **Quantitative Techniques in Management**

CO1 Introduction to Basics of Linear Programming

CO2 Learn about Transportation and Assignment Models

CO3 Basic Methods in Integer Programming, Goal Programming and Non-linear Programming

CO4 Introduction to Decision Theory, Network Models and Inventory Control Models

CO5 Basics of Simulation and Markov Analysis

Paper Number: **105**

Title of the Paper: **Statistics and Data Analysis**

CO1 Comprehend the meaning of joint, marginal and conditional probability, laws of probability and calculate probabilities associated with the occurrence of discrete and continuous random variables, following Binomial, Poisson, Uniform, Normal and Exponential Distributions.

CO2 Carry out Estimation and Hypotheses tests concerning population proportion, mean and variance of a single population and for two independent populations, on the basis of random samples.

CO3 Carry out one factor ANOVA.

CO4 Carry out tests of Independence.

CO5 Calculate and use Index Numbers for analysis.

CO6 Learn to use non-parametric hypotheses tests, such as Sign Test.

Paper No **106**

Title of the Paper: **Project Appraisal & New Venture Analysis**

CO1 Introduction to Project Appraisal

CO2 Basics of Market Analysis, Technical Analysis, Financial Analysis, Economic Analysis and Impact Analysis of a Project

CO3 Introduction to Entrepreneurship

CO4 Basics of Risk and Sensitivity Analysis

Paper No 107

Title of the Paper: **Business and Law**

CO1 Learn about the Indian Contract Act

CO2 Basics of The Indian Companies Act, 1956; Information Technology Act, 2000; Competition Act, 2002 Consumer Protection Act 1986; Foreign Exchange Management Act, 1999; and The Right to Information Act, 2005

CO3 Introduction to Intellectual Property Rights and The Patents Act, 1970, The Copyright Act, 1957 and The Trade Mark Act, 1999.

Paper Number: 201

Title of the Paper: **Macroeconomic Analysis and Policy**

- CO1 Understand inter-relations among macroeconomic aggregates such as GDP, Fiscal Deficit, Investment-Saving Gap, Current Account Balance etc. in open and closed economies.
- CO2 Comprehend the inter-relations between the real and financial sectors in the short run and medium run in closed and open economies.
- CO3 Understand the relation between interest rates and exchange rates in open economies under fixed and flexible exchange rate systems.
- CO4 Understand the determinants of inflation and its implication for the aggregate economy.
- CO5 Comprehend the determinants of long run growth in per capita income and in this context appreciate the key role of technological progress and its drivers.

Paper No 202

Title of the Paper: **International Economics**

CO1 Equip students with a basic understanding of traditional and modern theories of international trade

CO2 Provide a detailed analysis of trade policy issues

CO3 Introduction to the role of the WTO

Paper Number: 203

Title of the Paper: **Firms, Markets and Public Policy**

- CO1 To understand the theory of oligopoly and strategic interaction between firms by focusing on: Introduction to Game Theory, Static Models of Oligopoly—Cournot model, Price competition—Bertrand model, Strategic complements and substitutes, Dynamic Games (First and Second Movers)—Stackelberg Model

- CO2 To comprehend the Structure-Conduct-Performance Paradigm: Market Structure—measures, barriers to entry, relationship between market structure and entry barriers; Market Conduct--Pricing behavior, Product strategy, Research and innovation, Advertising, Legal Tactics; Market Performance--Production and allocative efficiency, Progress, Full employment, Equity
- CO3 To understand the Theory and Growth of the Firm: Characteristics, Boundaries of the firm, Transaction cost theory of the firm, Separation of ownership and control—Agency problem, Size and growth, Vertical Organization, Product diversification, Mergers and Acquisitions, Horizontal and Vertical Differentiation.
- CO4 To comprehend Non-Price Competition: R&D and innovation, market structure and R&D, Dynamics of R&D Competition, Patents and Patent Policy, Advertising: Market Power and Information, Competition and Brand Names
- CO5 To study Performance Indicators: Production and allocative efficiency, Progress, Full employment, Equity
- CO6 Understand Networks and Auctions: Networks, Competition and Complementary services, Network goods and Public Policy, Auctions and Auction markets
- CO7 Comprehend the role of Public Policy in markets: Law and Economics, Antitrust legislation, Regulation and Deregulation

Paper No 204

Title of the Paper: **Environmental Economics**

CO1 Provide exposure to the students about the basic concepts and importance of natural resource management

CO2 Introduce basic concepts related to Externalities, Environment Impact Assessment and Valuation Techniques and Climate Change & Ecosystem services

CO3 Learn about the Environment Policy of India and Environment Management in Business Firms

Paper No 205

Title of the Paper: **Business Finance**

CO1 Basic concepts related to **Time Value of Money, Investment Decisions, Cost of Capital and Estimation of Cash Flows**

CO2 Introduction to Issues related to Working Capital Management and Financing

CO3 Basics of Financing and Dividend Decisions and Sources of Long-Term Funds

Paper No 206

Title of the Paper: **Fundamentals of Econometrics**

CO1 Introduction to Estimation, Hypotheses Testing and Model Specifications in Basic Ordinary Least Squares (OLS) and Multiple Regression Models

CO2 Handling the problem of Multicollinearity in Regression Models

CO3 Violation of Assumptions in the Basic OLS Model – Analysing the problems of Heteroscedasticity and Autocorrelation

CO4 Handling Models with Binary Explanatory Variables

Paper No 207

Title of the Paper: **Leadership and Organisation**

CO1 Understand the leaders and their role in Organizations

CO2 Basics of organization behaviour with respect to individual behaviour at work, power and politics in organization, organizational culture, stress and conflict management.

CO3 Introduction to Organizational change and development and organizational learning

Paper No 301

Title of the Paper: **Business, Government and Society**

CO1 Introduction to the political, regulatory, societal, cultural, and natural factors that shape business' nonmarket environment

CO2 Analysis of markets, market failures and the role of government in correcting market failures

CO3 Examine Public Policies and government failures

CO4 Cover essentials of Business Ethics and Environmental concerns of corporations

CO5 Basics concepts related to Social Responsibility, Shared Value and Social Progress

Paper No 302

Title of the Paper: **International Financial System**

CO1 Build an understanding about the international financial system

CO2 Provide insights into the drivers and implications of international capital flows and the causes of external crises, based on recent events and current policy issues

CO3 Build a strong foundation in open economy tools and concepts

CO4 Enable informed analytics discussions on topics such as debt crises in Latin American countries, currency crises in East Asian countries, the Global financial crisis and international monetary reform.

Paper No 401

Title of the Paper: **Contemporary Indian Economy**

CO1 Introduction to Major **Changes in the Indian Economy and the problems of Inter-sectoral balance**

CO2 Discuss the main **Challenges of development**, including Poverty , education , unemployment , SDG (Sustainable development goals) and Demographic dividend

CO3 Basic Issues related to the Financial Sector and the External Sector in India

CO4 In-depth analysis of problems of Public Finance in the Indian context

Paper No 402

Title of the Paper : Strategic Management

CO1 Understand the top management decision making in business that includes formulation of vision and objectives

CO2 Analysis of business environment, evaluating internal strength weaknesses and identifying competitive advantage

CO3 Developing and implementing business strategies, and their evaluation and control

CO4 Provide thorough training in Case Study based analysis

Paper Number: 303(i)

Title of the Paper: Advance Econometrics

CO1 Econometrics is a tool for empirical research. This course is important for those students which are opting for analytics and wants to pursue empirical research.

CO2 Advance topics like. Qualitative response models, Panel data models, Dynamic econometric models, Simultaneous Equations etc are taught to the students to build their strong base in the field of research.

CO3 This course helps the students to use the data in a meaningful way. So the analyses out of it can be used to build some economic models or help in making economic policies.

Paper Number: 303(ii)

Title of the Paper: Time Series Analysis and Business Forecasting

CO1 To understand the basic Theory and Methods of Forecasting.

CO2 Learn Forecasting with a Single-Equation Regression Model: Unconditional Forecasting, Forecasting with Serially Correlated Errors, Conditional Forecasting

CO3 Learn to Smooth and Extrapolate Time Series Data: Simple Extrapolation Models, Smoothing and Seasonal Adjustment

CO4 Understand the Properties of Stochastic Time Series: Characterizing Time Series: the Autocorrelation Function, Stationarity, Random Walk, Testing for Random Walks, Co-integrated Time Series

CO5 Estimate Linear Time Series: Moving Average Models, Autoregressive Models, Mixed Autoregressive and Moving Average Models, Homogeneous Non-Stationary Processes: ARIMA Models, Box-Jenkins Methodology, Specification of ARIMA Models, SARIMA, ARMAX Models

CO6 Forecast with Time Series Models: Computing a Forecast, The Forecast Error, Properties of ARIMA Forecasts

CO7 Understand and apply the concepts of Causality , Exogeneity, VAR, Impulse Response Functions, The ARCH Process, The GARCH Process

Paper Number: 303(iii)

Title of the Paper: Topics in Game Theory

- CO1 Game theory is a blend of many business disciplines. This course will help the students to understand the strategic behaviour of the players in different situations.
- CO2 Strategic Games, Extensive Games, Repeated Games, Static and Dynamic games with both perfect and imperfect information, cooperative games are some of the key topics which are taught to the students.
- CO3 By pursuing this course students will be able to analyse the real time games which are played by the real time players like. Consumers, producers, political parties, countries etc. Students are able to strategically analyse the actions taken of each player in different situations like. Nuclear war, price setting, quantity setting etc.

Paper Number: 304(i)

Title of the Paper: Simulation and Modeling in Business Management

- CO1 Provides an introduction to Modeling & Simulation including Types of models Continuous – Discrete, Static – Dynamic, Deterministic etc. including advantages and disadvantages of Simulation
- CO2 Students learn Validation and Verification of models and Financial modeling and Simulation Models
- CO3 Understand Marketing Models, Marketing Data and learn to work with big data

Paper Number: 306(vii)

Title of the Paper: Labour Economics

- CO1 To help students understand the role of labour force in economic development and theories of labour supply and demand
- CO2 Analyze issues in labour economics from the perspective of developing economies and Conceptual and measurement problems of labour force and workforce
- CO3 Understand discrimination in labour market with focus on gender, caste and skills and Regional pattern of employment structure.

Paper Number: 306(vi)

Title of the Paper: Economics of Climate Change

- CO1 To give students an insight into the link between microeconomic theory and climate change and make them aware of international co-operation and climate policy.
- CO2 Provides an Introduction to Climate Change, Efficiency, Public Goods, Externalities and Environmental Policy Instruments.
- CO3 To understand issues of discounting, Risk and Uncertainty and International Cooperation and Climate Policy

Paper Number: 306(v)

Title of the Paper: Economics of Health and Education

- CO1 To understand the Economic dimensions of health care and demand and supply of health care.
- CO2 Provides an insight on determinants of health - poverty, malnutrition, illiteracy and lack of information, Micro effects of health, health dimensions of macroeconomics development; health policy, financing of health care and resource constraints, inequalities in health - class and gender perspectives
- CO3 To understand the micro economic theories of education such as signaling and new growth theories and evaluation of other education policies

Paper Number: 306(iv)

Title of the Paper: Agricultural Economics

- CO1 Introduces students to the importance of agricultural sector and to the issues associated with agricultural transformation, agricultural production, and demand of and supply for agricultural commodities
- CO2 To evaluate the role of agriculture in Economic Development and understand the theories of agricultural transformation
- CO3 To learn the growth pattern of Indian Agriculture including regional Imbalances in Indian Agriculture. The issue of productivity in Indian agriculture, Food Security

Paper Number: 306(iii)

Title of the Paper: Infrastructure Economics

- CO1 Exposes students to different infrastructure related policies and their role in impacting the overall growth of our country
- CO2 Introduction of concepts such as natural monopoly, debate about the fixation of prices of social services, development of social services in the successive Indian plans, regulation etc.
- CO3 To understand the Development of the Indian air transport industry, Water utilities, International railway trends, railway pricing, Telecom reforms in India etc



Paper Number: 306(ii)

Title of the Paper: Energy Economics

- CO1 Develops an understanding about the energy sector of the economy. The students are to find out about the sources of energy, their pricing and the linkages with environment.
- CO2 Learn Energy demand, short run and long run price, Energy supply and the economics of non renewable resources etc.
- CO3 Helps to understand the World oil markets and energy security, Energy efficiency policies and programme, Renewable energy policies and programme, Trading in energy markets and analyze major energy sources such as coal and Nuclear power.

Paper Number: 306(i)

Title of the Paper: Urban Transportation Economics

- CO1 Makes students aware about structure and growth of cities in an economy. It also highlights the need and importance of urban transport
- CO2 Understand the concept of Development of cities, urban poverty, Growth of cities in India etc
- CO3 Helps in an economic analysis of transport, analyzing the pricing strategies, assessment of present and proposed transport policy and legislation, environment cost of transport etc.

Paper Number: 305(iv)

Title of the Paper: Credit and Risk Management

- CO1 Helps develop an integrated approach to measuring and managing all risks directed towards value maximization
- CO2 Learning Risks of financial intermediation, Interest rate risk, Market Risk and Credit Risk
- CO3 Comprehend Off balance sheet activities, Operating cost and technology risk , Foreign exchange risk and sovereign risk and Bank capital requirement under Basel I, Basel II and Basel III norms

Paper Number: 305(iii)

Title of the Paper: Corporate Restructuring, Mergers and Acquisitions

- CO1 Exposes the students to a broad range of financial restructuring techniques by which corporate re-aligning and restructure their businesses in order to increase firm value
- CO2 Students learn the Theories of Mergers, Regulatory Environment & Compliance in India, Valuation of Target Firms, Financing of Acquisitions and Accounting for Mergers & Acquisitions
- CO3 Comprehend Buyback of Shares, Leveraged Buyouts, Delisting of Equity Shares, Employee Stock Option Scheme and Brand Valuation

Paper Number: 305(ii)

Title of the Paper: Investment Portfolio Theory and Management

- CO1 Helps equip the students with necessary knowledge, tools and skills to evaluate securities, their risk and return characteristics, make suitable portfolios and to evaluate their performance
- CO2 Provides an overview of investment, Instruments & Security Trading, Fixed income securities and Capital Market Theory
- CO3 Understand Fundamental Analysis -Bottom up investing, Company Analysis- Cash flow based valuation, Market Efficiency -The random walk model, Capital Market Theory -Arbitrage Pricing Theory, Capital Asset Pricing Model, Portfolio Construction etc.

Paper Number: 305(i)

Title of the Paper: Financial Derivatives

- CO1 Understanding the basics of futures forwards and options market
- CO2 Understanding hedging and Mechanics of future and forward pricing using arbitrage strategies
- CO3 Properties of Options, Pricing strategies of options using the binomial trees and Black Sholes Merton pricing model, risk neutral valuation
- CO4 Designing and understanding various types of swap contracts
- CO5 Designing trading strategies using options and forwards contracts

Paper Number: 304(v)

Title of the Paper: Customer Relationship Management

- CO1 Provides an overview of CRM, changing role of CRM and the Influence of Globalization on CRM
- CO2 Helps to understand Customer equity and its components, Economics of CRM, Strategic CRM, Customer Loyalty and Loyalty programs, CRM in fast moving consumer goods etc.
- CO3 Analyze Customer Profitability , Satisfaction Profit Chain, Allocating Resources to customers etc.

Paper Number: 305(iv)

Title of the Paper: International Marketing

- CO1 Equips students with the tools and terminology to explore and understand marketing practices in a global environment and provides a practical overview of the key elements of international marketing and issues businesses face when entering and operating in foreign markets
- CO2 Provides students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective.
- CO3 Helps understand International Marketing, Internationalization process, Developing global vision through market research ,Entry modes and strategy, International distribution systems, International pricing.

Paper Number: 305(iii)

Title of the Paper: Logistics and Supply Chain Management

- CO1 Understanding the nature and concepts of supply chain, its functions, differences from the conventional marketing channel approach.
- CO2 Appreciate the similarities and interaction between Purchasing, Distribution and Supply Chain systems and learn the function and role of Warehousing and Unitization
- CO3 Provides knowledge related of international conventions, legal requirements and practices related to movement of goods across the Globe and creates capability to analyze, design and improve the supply chain in an organization.

Paper Number: 305(ii)

Title of the Paper: Marketing Research

- CO1 Introduces the students to marketing research: the effective gathering, development and use of information about markets and their component consumers and competition
- CO2 Students learn about Marketing research, Marketing information & decision support systems, Application of marketing research, The setting of experiments and experimental designs etc.
- CO3 Learn Questionnaire design and function of questionnaire, Non-parametric tests, Presentation of research findings and Ethical issues in marketing research

Paper Number: 305(i)

Title of the Paper: Strategic Marketing

- CO1 Provides students with an overview of the discipline of marketing, within a corporate and functional context, an appreciation of the tools, concepts and models required to undertake an evaluation of the marketplace
- CO2 Helps in understanding Strategic marketing management, Marketing strategy and planning, Product and Brand strategies, Pricing strategy, Advertising and sales promotion strategies etc.
- CO3 Understand Digital Marketing , Implementation and control of Marketing, Distribution strategy and Market and environmental analysis