

Department of Economics

Subject: Macroeconomics-I (P-II)

SEMESTER-III

ACADEMIC YEAR 2022-23

Objectives: This paper is designed to provide an introduction to the students about the basic building blocks of Macroeconomics which will serve as a foundation throughout their career. This paper will give an in-depth knowledge about the various theories of Macroeconomics including the concept of National Income adopted in India. The students will also study about the Central Bank of the country & its functions along with the commercial banks' functions.

Outcomes: The students learn about the various concepts of Macroeconomics like National Income, Circular Flow of Income and their relevance in various government decisions and policies. The students learn about the banking system and its approach towards the economy. The students also learn the importance, characteristics of money along with its demand and supply forces.

Unit I: Introduction to Macro Economics and National Income (12 Lectures)

Introduction: Meaning and Scope of Macro Economics; Concepts of National Income: GNP, NNP, NDP, Per Capita Income, Personal Income and Disposal Income; Methods and Difficulties in Measurement of National Income; Circular Flow of National Income: Closed Economy (Two and Three Sector) and Open Economy Models (Four Sector Model)

Unit II: Consumption and Investment (12 Lectures)

Consumption and Investment; Says Law of Market; Theory of Effective Demand; Consumption Function; Investment Function; Marginal Efficiency of Capital and Rate of Interest- Investment Multiplier

Unit III: Supply of Money and Demand for Money (12 Lectures)

Supply of Money; Determinants of Money Supply; Velocity of Circulation of Money; RBI's Approach to Measurement of Money Supply; Demand for Money: Classical, Keynesian and Friedman's Approaches.

Unit IV: Banking & Cryptocurrency (12 lectures)

Introduction to Commercial Banking, Functions of Commercial Banks, Introduction to Central Bank, Functions of Central Bank (RBI), Cryptocurrency- Meaning, Types, Advantages & Disadvantages, Trends in Cryptocurrency in India.

References:

- 1) Mankiw N. Gregory, (2015), Principle of Macroeconomics, 7th edition, Cengage Learning.
- 2) Beranake Abel. A.B.B.S and Croushore D. (2011), Macroeconomics, Pearson, New Delhi.
- 3) Ahuja H. L., (2008), Macroeconomics theory and Policy, S.Chand and Company Ltd. New Delhi.
- 4) Dwivedi D.N., (2007), Macroeconomics theory and Policy, TATA Mcgraw - Hill Publication company Ltd. Delhi.
- 5) Dornbusch Rudiger, Fischer, Stanley and Startz, (2017) (Indian Edition), Macroeconomics Delhi: Mcgraw Hill Publication.
- 6) Samuelson P. and Nordhaus W., (2010), Economics, Mc Graw Hill Publication.
- 7) <https://www.ilearnlot.com/cryptocurrency-meaning-definition-types-advantages-and-disadvantages/60788/>
- 8) <https://www.onmanorama.com/news/business/2021/11/26/cryptocurreny-future-india-reasons-for-high-demand.html>

EVALUATION SCHEME: CIA (CONTINUOUS INTERNAL ASSESSMENT)- 40 MARKS**ESE (EXTERNAL EXAM)- 60 MARKS**

Components of CIA

CIA 1- Internal Exam- 20 marks

CIA 2- Any one of the following- 20 marks

- a) Assignment and Presentation
- b) Field Work and Report
- c) Study Tour and Report
- d) Group Discussion
- e) PPT Presentations

ESE EXTERNAL EXAM PAPER PATTERN (60 MARKS)

Any 2 questions out of 3 on Module 1	(12 marks)
Any 2 questions out of 3 on Module 2	(12 marks)
Any 2 questions out of 3 on Module 3	(12 marks)
Any 2 questions out of 3 on Module 4	(12 marks)
Write explanatory notes (Any 2)	(12 marks)

Subject: Macroeconomics-II (Paper II)

SEMESTER IV

Academic Year (2022-2023)

Objectives: This course is designed to make students aware of macroeconomic terminologies and make them familiar with macroeconomic terms and concepts in order to understand economics at aggregate level. It also aims to make the students aware about recent developments in macroeconomic literature. Concepts of inflation, monetary & fiscal policies framed by the government and the external sector is studied as well.

Outcomes: The students learn about the economic policies adopted by the government and their effects onto the economy. Inflation, its impact and the Phillips Curve provide insights about the working of the economy. The students learn about the changes taking place in the external sector of the country along with the exchange rate policy adopted.

Unit I: Inflation (12 Lectures)

The Economics of Depression, Hyper Inflation; Inflation: Features and Causes, Demand Pull Inflation and Cost Push Inflation, Effects of Inflation; Nature of Inflation in Developing Economy; Phillips Curve; Stagflation: Meaning, Causes and Consequences

Unit II: Economic Policy (12 Lectures)

Monetary Policy: Objectives, Instruments, Limitations, Role of Monetary Policy in Developing Economies; Fiscal Policy - Objectives, Instruments, Limitations and Role of Fiscal Policy in Developing Economies

Unit III: Financial Market (12 lectures)

Money Market- Meaning, Role, Functions, Structure of a Money Market, Structure of Indian Money Market, Unorganized Sector of Indian Money Market, Limitations and Reforms in the Indian Money Market

Capital Market- Meaning, Structure of Capital Market in India, Growth of Capital Market, SEBI, Capital Market Reforms

Unit IV: External Sector (12 Lectures)

Balance of Payment: Structure, Disequilibrium in Balance of Payment, Types, Causes and Measures to Correct Balance of Payment Disequilibrium; Foreign Exchange Market: Determination of Exchange Rate: Fixed and Flexible Exchange Rate; Spot and Forward Exchange Rate; Exchange Rate Policy

References:

- 1) Froyan R. , (2012), Macroeconomics: Theories and policies, Pearson Education.
- 2) D'Souza E., (2008), Macroeconomics, Pearson Education.
- 3) Chakravarty S.K., (2010), Macroeconomics, Himalaya Publishing House.
- 4) Mankiw Gregory N., (2015), Principle of Macroeconomics Cengage Learning.
- 5) Cherunilam F, (1999), International Economics, Tata McGraw-Hill.
- 6) Soderstein B., (1994), International Economics, Palgrave Macmillan.

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Subject: Public Finance (Paper III)

SEMESTER III

Academic Year (2022-2023)

Objectives: Public Finance is the study of government policy from the point of economic efficiency and equity. The role and functions of the government have been changing throughout time. The

existence of externalities, acceleration of economic growth, raising the level of employment, the need and concern for adjustment in the distribution of income and wealth etc. require the use of package of policies which require tax systems, expenditure programmes, rising of debt, issues of deficit etc. This paper deals with basic concepts which explain the need for government intervention. It exposes the student to public budget through issues of taxation, expenditure, debt and concepts of deficit. The last Unit is related to topics concerning Indian Public Finance.

Outcomes: The students learn about the scope of public finance, policy framework carried out by the government and its taxation policy. In-depth knowledge about the expenditure, debt, taxation and budgetary reforms help the students to understanding the functioning of the government. Distribution of income and wealth and issues of deficit are studied by the students.

Unit – I Introduction (12 Lectures)

Meaning and Scope of Public Finance; Public Finance versus Private Finance; Market Failure: Public Goods and Private Goods, Externalities, Efficiency versus Equity; Principles of Sound Finance and Functional Finance; Allocation, Distribution, Stabilisation and Growth Functions of the Government

Unit - II Fiscal Policy: Budget and Taxation (12 Lectures)

Dalton's and Musgrave Versions of the Law of Maximum Social Advantage; Role of Government in a Modern Economy; Types of Public Budget; Structure of Public Budget; Role of Taxation; Merits and Demerits of Direct and Indirect Tax Policy; Features of Good Tax System; Concept of Impact, Incidence and Shifting of Taxation; Elasticity and Determination of Tax Burden

Unit III Fiscal Policy: Public Expenditure and Debt (12 Lectures)

Canons of Public Expenditure; Classification of Public Expenditure; Wagner's Law of Public Expenditure; Public Expenditure as an Instrument of Fiscal Policy; Meaning and Types of Public Debt; Burden of Public Debt; Principles of Public Debt Management; Concepts of Deficits

Unit IV Indian Public Finance (12 Lectures)

Budget of The Government of India (Previous Financial Year); Sources of Public Receipts (Tax And Non-Tax, Introduction to GST); Components of Public Expenditure; Sources of

Public Borrowing and Debt Liabilities; Deficits; Appraisal of FRBM Act 2004; Fiscal Federalism: Fourteenth Finance Commission Recommendations

References:

- 1)Hindriks J, Myles G., (2006), Intermediate Public Economics, MIT Press.
- 2)Rosen H, (2005), Public Finance, Seventh Edition, McGraw Hill Publications.
- 3)Basu K. and Maertens (ed), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
- 4)Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers.
- 5)Bhatia H.L., (2012), Public Finance, Vikas Publications.
- 6)Report of the Fourteenth Finance Commission, Government of India.

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Any 2 questions out of 3 on Module 4	(12 marks)
Write explanatory notes on (Any 2)	(12 marks)

Subject: Indian Economy (Paper III)

SEMESTER IV

Academic Year (2022-2023)

Objectives: This paper deals with the nature and sector wise composition of Indian economy. The learners shall be able to understand the problems and prospects of Indian Economy. The content has also intended to orient the learners about the recent developments in the economy. Students will also learn about the problems faced in the economy and its effects on the economic development.

Outcomes: Students learn about the various issues in the economy and its impact on the economic growth and development over a period of time. Students learn about the activities of the agriculture sector, industrial sector and service sector and their respective contributions to the economy. Students are made aware about the recent progress of the economy and future aspects.

Unit I: Introduction (12 lectures)

Introduction to Indian Economy, Characteristics of Indian Economy
Regional Inequalities and Measures to reduce Regional Inequalities, Schemes for Regional Inequalities
Unemployment- Meaning, Types and Measures
Poverty- Meaning, Types, Causes, Poverty Alleviation Programmes (Any 5)

Unit II: Agricultural Sector (12 Lectures)

Role of Agriculture in Economic Development; Trends in Agricultural Sector (Past Two Decades); Causes of Low Productivity; Agricultural Inputs; Agricultural Price Policy: Recent Minimum Support Price Policy; Income Support for Farmers; Sources of Agricultural Finance; Micro Finance; NABARD: Role and Function; Agricultural Marketing: Structure and Problems; National Policy for Farmers, 2007; Organic Farming Policy; Food Security in India

Unit III: Industrial Sector (12 Lectures)

Infrastructure for Industrial Development; Industrial Policies in India; Industrial Policy of 1991; Micro, Small and Medium Enterprises (MSMEs): Classification, Role and Policy Measures; Growth of Large Scale Industries and Economic Development; Recent Policies and Programs for Industrial Development: Start Up India, Make in India, Skill India; Role and Trends of FDI in Industrial Sector Development

Unit IV: Service Sector (12 Lectures)

Role of Service Sector in Indian Economy; Growth and Performance of Healthcare; Performance of Trade and Tourism, Information Technology and IT - Enabled Services; Research and Development Services With Reference to Education and Skill Development in Employment Generation in India; Performance of Service Sector during XIIth Five Year Plan

References:

- 1) Mahajan A., Datt G., (2018) 'Indian Economy', S. Chand and Company, New Delhi.
- 2) Brahmananda, P.R. and Panchmukhi V.R. (Eds.), (2001), 'Development Experience in the Indian Economy: Inter-State Perspectives', Bookwell, New Delhi.
- 3) Datt, Ruddra and K.P.M, Sundaram, (2017), 'Indian Economy', S. Chand & Company Ltd., New Delhi.
- 4) Misra, S. K. and Puri V.K., (2018) 'Indian Economy', Himalaya Publishing House, Mumbai.
- 5) Datt G. and Mahajan A., (2016) 'Indian Economy', S Chand Publishing House, New Delhi.
- 6) Kapila U., (2018), 'Indian Economy: Performance and Policies, 2018-19', Academic Foundation, New Delhi.

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Write explanatory notes on (Any 2)	(12 marks)

SYBA- Applied Component

Subject: Investment Management

SEMESTER III

Academic Year (2022-2023)

Objectives: This paper aims to teach students about the different investment alternatives available in the market. The students will also understand how securities are traded in the market. Students will also be analyze and also put a price on different securities. This paper forms the basis of investment management.

Outcomes: Students understand the practical applicability of different investment instruments. Students learn about the techniques of fundamental and technical analysis which help them to understand the basics of investment selection. Students will be made aware of all aspects of investments and its management as well.

Unit I: Nature and Scope of Investment Management (15 lectures)

What is Investment?- Financial and Economic Meaning of Investment-Investment and Speculation- Importance of Investment-Factors favourable for Investment-Features of an Investment Programme-Stages in Investment- Investment Profile of Average Household

Unit II: New Issue Market and Security Trading (15 lectures)

Meaning of New Issue Market & Security Trading-Relationship between New Issue Market and Stock Exchange- Role of the New Issue Market-Mechanics of Floating New Issues-Development in the New Issues Market- Mechanics of Security Trading in Stock Exchanges: Finding a Broker, Kinds of Brokers, Selection-Opening an Account with Broker-Order-Exercising Choice of Orders

Unit III: Investment Alternatives (15 lectures)

Risk Group-Income Group-Corporate Bonds-The Bond Indenture-Features of Bonds-Types of Bonds- Objectives of Issuing Bonds-Advantages and Disadvantages of Convertible Bonds-Analysis of Preference Shares-Types of Preference Shares-Return on Preference Stocks-Equity Shares-Equity Stock as an Investment- Issuers of Securities- Government Securities-Corporate Securities-Corporate Debentures-Other Securities- Company Deposits-Commercial Paper-Equity Shares

References

- 1) Dr.V.A.Avadhani, Securities Analysis & Portfolio Management, (2010), Himalaya Publishing House
- 2)Saraogi R., Investment in India, (2014),Wiley Publication
- 3)Chandra P., Investment Analysis & Portfolio Management,(2017), McGraw Hill Publication
- 4)Singh P., Investment Management-Security Analysis & Portfolio Management, (2018) Himalaya Publishing House
- 5)Bhalla V.K.,Investment Management-Security Analysis & Portfolio Management, (2008), S.Chand Publication

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Write explanatory notes (Any 2)	(15 marks)

SYBA (Applied Component)

Subject: Investment Management

SEMESTER IV

Academic Year (2022-2023)

Objectives: This paper aims to help students develop a broad understanding and in-depth knowledge of Investment Analysis. It helps to build knowledge gained from financial intermediaries, different kinds of interest rates and risk-adjusted performance measures. To understand critically evaluated securities market and critically interpret output from investment and also how to locate emerging blue chips and reasons to invest in blue chip stocks.

Outcomes: Students will understand the benefits of investment options and players in securities market. Students will know how to apply different valuations to evaluate liquidity premium hypothesis, advantages and disadvantages of blue chips emerging and how to use different derivative securities market to manage their investment risks.

Unit I: Investor Interest Rate and Risk in Investment (15 lectures)

Risk- Systematic and Unsystematic Risk

Interest-Different kinds of Interest Rates, How is market rate determined?

Liquidity Premium Hypothesis, Unbiased Expectations Theory Assumption, Traditional Theory, Interest Rates in India, Financial Intermediaries and Term Structure

Unit II: Investment Analysis and Investment Option (15 lectures)

Economic Analysis- Forecasting- Forecasting Techniques- Industrial Analysis- Company Analysis- Security Analysis- Market Analysis

Blue Chip- Meaning, Features, Advantages and Disadvantages, How to locate emerging blue chips, Reasons to invest in blue chip stocks

Unit III: Players in Securities Market (15 lectures)

SEBI- Introduction and Its Objectives, UTI- Introduction, Objectives and Schemes of UTI, IDBI and Its Schemes, ICICI, IFCI, IRBI, LIC, GIC, SHCIL, CRISIL, IICRA.

References

- 1) Dr.V.A.Avadhani, Securities Analysis & Portfolio Management, (2010), Himalaya Publishing House
- 2)Saraogi R., Investment in India, (2014),Wiley Publication
- 3)Chandra P., Investment Analysis & Portfolio Management,(2017), McGraw Hill Publication
- 4)Singh P., Investment Management-Security Analysis & Portfolio Management, (2018) Himalaya Publishing House
- 5)Bhalla V.K.,Investment Management-Security Analysis & Portfolio Management, (2008), S.Chand Publication

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ESE (EXTERNAL EXAM)- 60 MARKS

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Any 2 questions out of 3 on Module 2	(15 marks)
Any 2 questions out of 3 on Module 3	(15 marks)
Write explanatory notes (Any 2)	(15 marks)

Annexure 1

Subject: Business Economics- III
Semester: III
Academic Year (2022-23)

Objectives: This paper provides a thorough grounding and understanding of how the economy works. It enables the students to describe the various macroeconomic concepts. The current syllabus will provide an introduction to some basic analytical tools of macroeconomics that will help students to understand how an economy functions and to analyse economic phenomena in a lucid manner.

Outcomes: This paper provides students with the detailed understanding of significant macroeconomic theories and principles. Important concepts related to trade cycles, national income, Keynesian and Post-Keynesian Developments in Macroeconomics are taught to the students to help them gain knowledge about these topics.

Students will be able to recognize the basis of money supply, prices and inflation.

Unit I: Introduction (10 lectures)

Macroeconomics: Meaning, Scope and Importance

Circular Flow of Aggregate Income and Expenditure and its Importance- Closed and Open Economy Models

The Measurement of National Product: Meaning and Importance of National Income Accounting- Conventional and Green GNP and NNP Concepts, National Income and Economic Welfare

Trade Cycles- Features and Phases

Classical Macroeconomics: Say's Law of Markets- Features, Implications and Criticism

Unit II: Basic Concepts of Keynesian Economics (10 lectures)

The Principle of Effective Demand: Aggregate Demand and Aggregate Supply Consumption Function: Properties, Assumptions and Implications

Investment Function and Marginal Efficiency of Capital

Investment Multiplier Effect on Income and Output: Assumptions, Working, Leakages, Criticism and Importance- Paradox of Thrift

Relevance of Keynesian Theory Tools to the Developing Countries

Unit III: Post Keynesian Development in Macroeconomics
(10 lectures)

The IS-LM Model of integration of commodity and money markets
Inflation and Unemployment: The Phillips Curve
Stagflation: Meaning, Causes and Consequences
Supply Side Economics

Unit IV: Money, Prices and Inflation (10 lectures)

Money Supply: Determinants of Money Supply- Factors influencing Velocity of Circulation of Money
Demand for Money: Classical and Keynesian approaches and Keynes' liquidity preference theory of interest- Friedman's restatement of Demand for Money

Money and Prices: Quantity Theory of Money- Fisher's equation of exchange- Cambridge Cash Balance Approach
Inflation: Demand Pull Inflation and Cost Push Inflation- Effects of Inflation- Nature of Inflation in a developing economy- Policy measures to curb inflation- Monetary Policy and Inflation Targeting

References:

- 1) Ackley.G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York
- 2) Ahuja. H.L., (2005), Modern Economics — S.Chand Company Ltd. New Delhi.
- 3) Olivier B. (2000), Macro Economics, Englewood Elitt, Prentice Hall
- 4) Bouman John, Principles of Macro Economics
- 5) Dornbush , Rudiger, Fisher Stanley and Startz, Richards Macroeconomics, Ninth edition 2004 Tata-Mac Graw Hill, New Delhi.
- 6) Dwivedi, D.N. (2001), Macro Economics: Theory and Policy, Tata-Mac Graw Hill, New Delhi.
- 7) Hilton F. (1953) Essays in Positive Economics, University of Chicago Press, London.
- 8) Mankiw N.G., Macroeconomics, Fifth Edition (2002) New York:Worth Publishers
- 9) Jhingan, M.L., Principles of Economics — Vrinda Publications (P) Ltd.
- 10) Shapiro, E (1996), Macro-Economic Analysis , Galgotia Publication, New Delhi.
- 11) Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd

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Write explanatory notes (Any 2)	(12 marks)

Subject: Business Economics- IV

Semester- IV

Academic Year (2022-2023)

Objectives: This paper has been designed to familiarize students with the fundamental concepts and issues of public finance. An understanding of government finance is essential to a student of economic as it forms the grounding of analyzing public policies and studying their impact on social and economic lives of people. The main objective of this paper is to inculcate an interest of students in public finance and policy and an in-depth understanding of public finance in a lucid manner.

Outcomes: On successful completion of the course, students should be able to demonstrate a good understanding of the fiscal framework for taxing and spending and of fiscal policy principles. To understand and discuss the revenue, expenditure and debt pattern of modern governments. To discuss the efficiency and distributional effects of taxation and to describe the government budget.

Unit I: The Role of Government in an Economy (10 lectures)

Meaning and Scope of Public Finance

Major Fiscal Function: Allocation Function, Distribution Function and Stabilization Function Principle of Maximum Social Advantage: Dalton and Musgrave- the Principle in Practice, Limitations Relation between Efficiency, Markets and Governments

The Concept of Public Goods and the Role of Government

Unit II: Public Revenue (10 lectures)

Sources of Public Revenue: Tax and Non-Tax Revenues

Objectives of Taxation-Canons of Taxation- Types of Taxes: Direct and Indirect- Tax Base and Rates of Taxation: Proportional, Progressive and Regressive Taxation

Shifting of Tax Burden: Impact and Incidence of Taxation- Processes- Factors influencing Incidence of Taxation Economic Effects of Taxation: on Income and Wealth, Consumption, Savings, Investments and Production.

Redistributive and Anti-inflationary nature of Taxation and their Implications.

Unit III: Public Expenditure and Public Debt (10 lectures)

Public Expenditure: Canons- Classification- Economic Effects of Public Spending- on production, consumption, distribution, employment and stabilization- Theories of Public Expenditure: Wagner's Hypothesis and Wiseman Peacock Hypothesis- Causes for Public Expenditure Growth

Significance of Public Expenditure: Social Security contributions- Low Income Support and Social Insurance Programmes

Public Debt: Classification- Burden of Debt Finance: Internal and External- Public Debt and Fiscal Solvency

Unit IV: Fiscal Management and Financial Administration (10 lectures)

Fiscal Policy: Meaning, Objectives, Constituents and Limitations

Contra Cyclical Fiscal Policy and Discretionary Fiscal Policy: Principles of Sound and Functional Finance Budget: Meaning, Objectives and Types- Structure of Union Budget- Deficit Concepts- Fiscal Responsibility and Budget Management Act

Intergovernmental Fiscal Relations: Fiscal Federalism and Fiscal Decentralization- Central-State Financial Relations-14th Finance Commission Recommendations

References:

- 1) Ahuja H.L. : Modern Economics, 19th edition, 2015, S.Chand &co Pvt Ltd, New Delhi
- 2) Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd.
- 3) David N. Hyman : Public Finance A Contemporary Application of theory of policy, Krishna Offset, Delhi
- 4) Hoiughton E.W.(1998) : Public Finance, Penguin, Baltimore
- 5) Hajela T.N: Public Finance – Ane Books Pvt.Ltd
- 6) Jha, R (1998) : Modern Public Economics, Route Ledge, London
- 7) Musgrave, R.A and P.B. Musgrave (1976) : Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo
- 8) Mithani, D.M (1998) : Modern Public Finance, Himalaya Publishing House, Mumbai
- 9) Singh.S.K. (2014): Public finance in Theory and Practice, S.Chand &co Pvt Ltd, New Delhi

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SYBCOM
TRAVEL AND TOURISM MANAGEMENT-I
SEMESTER-III
ACADEMIC YEAR (2022-2023)

Objectives: This paper seeks to familiarize the students with the basic concepts of travel & tourism along with its terminology. An insight of the evolution of the travel & tourism industry over a period of time and its reach to the modern stage is what the students would understand through this paper. It would enhance the knowledge of students in various areas related to tourism and how it affects the destination. It also helps to explore some selected issues that currently influence the tourism industry, both locally and globally.

Outcomes: Students will understand the fundamentals of tourism from the management, marketing and financial perspectives. They would also understand the concepts of travel & tourism, the framework of the system, types and forms of tourism as well as the impacts of tourism. This paper will describe the different types of tourism resources of India and their importance in tourism management.

Unit I: Introduction to Tourism (12 lectures)

Concepts, Types and Significance of Tourism Scope and Motives of Tourism, Risk in Tourism
Tourism Development in India- Evolution, Social & Electronic Media and its Impact on Tourism,
Growth of Tourism in India

Unit II: Factors Influencing Tourism (11 lectures)

Environmental and Socio-Economic Factors Historical, Cultural and Ethical
Educational and Political Factors

Unit III: Infrastructure for Tourism (11 lectures)

Need, Importance and Role of Infrastructure for Tourism Facilities- Accommodation, Safety, Logistic
Services required for Tourism- Ancillary & Supplement Services

Unit IV: Impact of Tourism (11 lectures)

Environmental & Socio-Cultural Impacts Economic & Other Impacts
Sustainable Tourism- Concept, Need & Importance, Current Scenario

References:

- 1) Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi.
- 2) Badan and Bhatt- Eco Tourism
- 3) Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi.
- 4) Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipu.
- 5) Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delh.
- 6) Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers, New Delhi.
- 7) Gunn & Clare A. – Tourism Planning, Taylor and Francis, New York.
- 8) Gee, Chunk Y., James C & Dexter J.L. Cho – Travel Industry, New York
- 9) Matheson, Alistair and Wall Geoffery (1983) – Tourism- Economic, Physical and social Impact, Orient Longman, London.
- 10) Robin H. (1976) – Geography of Tourism, Mackdonald and Evence Ltd., London.
- 11) Khan R.R. (1980) - Transport Management, Transport Himalaya Publishing House, Mumbai
- 12) Sharma K. K. (2000) Planning for Tourism, Samp and Sons, New Delhi.
- 13) Bala U. (1988) – Tourism in India, Policy and Perspective, Arushi Publishers, New delhi.
- 14) Maharashtra Tourism Policy 2016

EVALUATION SCHEME: CIA (CONTINUOUS INTERNAL ASSESSMENT)- 40 MARKS ESE (EXTERNAL EXAM)- 60 MARKS

Components of CIA

CIA 1- Internal Exam- 20 marks

CIA 2- Any one of the following- 20 marks

- a) Assignment and Presentation
- b) Field Work and Report
- c) Study Tour and Report
- d) Group Discussion
- e) PPT Presentations

ESE EXTERNAL EXAM PAPER PATTERN (60 MARKS)

- | | |
|--------------------------------------|------------|
| Any 2 questions out of 3 on Module 1 | (12 marks) |
| Any 2 questions out of 3 on Module 2 | (12 marks) |
| Any 2 questions out of 3 on Module 3 | (12 marks) |
| Any 2 questions out of 3 on Module 4 | (12 marks) |

Write explanatory notes (Any 2) (12 marks)

SYBCOM
TRAVEL AND TOURISM MANAGEMENT
SEMESTER-IV
ACADEMIC YEAR (2022-2023)

Objectives: The main objective of this paper is to acquaint the students with Travel & Tourism and the Hospitality Industry and its working. It helps to understand the impact of the challenges faced by the tourism industry. It also helps to apprise the students of various career options available in Travel & Tourism Industry. It gives an in-depth knowledge of the Maharashtra Tourism Development Policy adopted in 2016 and various kinds of policies adopted for various kinds of tourism.

Outcomes: This paper makes the students aware of the customer relationship management and various procedures and documentations applicable in daily life. The students are taught about the

different tourism organisations operating in India and also the CSR adopted by firms within the industry. Lastly the students study about the Public Private Partnership Model which is essential for bringing about growth in the tourism sector.

Unit I: Planning & Marketing of Tourism (12 lectures)

Planning: Concept, Need and Importance, Process, Approaches
Organising: Concept, Need and Importance, Allocation of Resources

Marketing: Concept, Elements, Segmentation, Integrated Marketing Communication (IMC)

Unit II: Travel Agencies (11 lectures)

Essentials, Need, Importance and Functions of Travel Agencies and Tour Operators

Procedures and Documentations- Need and Importance, Steps, Challenges, Types of Documents & Itinerary Making
Customer Relationship Management- Concept, Need and Importance, Process, SQM

Unit III: Tourism Organisations (11 lectures)

Role of State Tourism Development Corporation and its Regional Offices, MTDC
Role of Tourism Organisations- IATA, PATA, WTO, ITDC

Social Responsibility and Ethical Concerns of Tourism

Unit IV: Maharashtra Tourism Policy 2016

Vision, Mission, Objectives and Targets of Maharashtra Tourism Policy 2016
Policy related to Film Tourism, Rural Tourism, Adventure Tourism

Public Private Partnership Model for Growth in Tourism Sector

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EVALUATION SCHEME: CIA (CONTINUOUS INTERNAL ASSESSMENT)- 40 MARKS ESE (EXTERNAL EXAM)- 60 MARKS

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ESE EXTERNAL EXAM PAPER PATTERN (60 MARKS)

Any 2 questions out of 3 on Module 1	(12 marks)
Any 2 questions out of 3 on Module 2	(12 marks)
Any 2 questions out of 3 on Module 3	(12 marks)
Any 2 questions out of 3 on Module 4	(12 marks)
Write explanatory notes (Any 2)	(12 marks)