

ABOUT THE COURSE

1. Course of Study

The three year full time degree course of B.A.(Hons.) Business Economics is split in to six semesters. Each paper requires five lectures and two tutorials per week. The semester wise paper details are as follows:

FIRST YEAR		SECOND YEAR		THIRD YEAR	
Semester I		Semester III		Semester V	
I	Basic Macro Economics	IX	Applied Macro Economics	XVII	Indian Economy
II	Statistics for Business	X	Legal Aspects of Business	XVIII	Economic Policy and Comparative Development
III	Fundamentals of Business and Accounting	XI	Industrial Economics	XIX	Optional Group First(i)
IV	Business Communication	XII	Computer Fundamentals	XX	Optional Group Second(i)
Semester II		Semester IV		Semester VI	
V	Basic Micro Economics	XIII	Applied Micro Economics	XXI	Environmental Economics
VI	Mathematics for Business	XIV	Management and Organisational Behaviour	XXII	Business Growth and Strategy
VII	International Trade	XV	Applications of Computer	XXIII	Optional Group First(ii)
VIII	Marketing Management	XVI	Indian Financial System and Markets	XXIV	Optional Group Second(ii)

Student will be required to choose **any two** of the following optional groups for V and VI semesters.

Optional Groups:

Group A: Financial Management

- A(i) : Corporate Finance
- A(ii) : International Financial Management

Group B : International Business Environment

- B(i) : International Business Environment : Policies and Institutions
- B(ii) : International Business

Group C : Entrepreneurship and Small Business

- C(i) : Entrepreneurship and Family Business
- C(ii) : Small Business Management

Group D : Marketing

- D(i) : Consumer Behaviour and Sales Management
- D(ii) : Market Research

Group E : Computer Applications

- E(i) : Programming in 'C' Language
- E(ii) : Data Base : Concepts and Applications

Group F : Advanced Quantitative Techniques

- F(i) : Operation Research and Applications
- F(ii) : Econometrics : Theory and Applications

Group G : Management of Services

- G(i) : Financial Services
- G(ii) : Non Financial Services



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2. Scheme of Study and Examination

- a) B.A. (Hons) Business Economics is a professional course. There are 24 papers in all, out of which twenty papers are compulsory and four papers are from optional groups. These papers will be taught over the three years duration divided into six semesters. Four papers will be taught in each semester.
- b) In semester I, II, III and IV, all papers are compulsory. In semester V, any two options may be selected by the students out of the optional groups offered by the respective colleges. Paper (i) of each optional group opted will be taught in semester V and paper (ii) of the opted groups will be taught in Semester VI.
- c) Each paper will be of 80 marks out of which 25% marks are for Internal Assessment, which works out to be 20 marks and the remaining 60 marks will be for the end semester examination.
- d) In the Internal Assessment, 5% weightage (4 marks) will be given to the attendance and remaining 20% (16 marks) will be for the combination of written assignments, tests, problem solving, case presentation, group discussion, etc. Internal assessment is conducted only once. Reappearing only changes the marks awarded in the end semester examination.
- e) Medium of instruction will be English only.
- f) Students are required to attend all lectures and tutorials. In case the attendance of a student falls below 66%, the student shall not be allowed to appear in the university examination.
- g) An examination in all odd semester papers shall be conducted at the end of odd semesters and an examination in all even semester papers shall be conducted at the end of even semesters.

3. Promotion Rules

- a) A candidate must score at least 40% of the total marks to pass in each paper. A candidate to be eligible for promotion from one year to the next year shall be required to obtain at least 40% of marks in the aggregate in both the semesters together in all the papers.
- b) If a student fails to secure 40% marks in aggregate in both the semesters together in all the eight papers, then subject to essential reappear in the papers in which he/she secures less than 40% marks, he/she shall be promoted to the next class. The essential reappear will not be allowed in more than 2 papers of the semesters I and II taken together, 3 papers of the semesters I, II, III and IV taken together and 4 papers of the semesters I to VI taken together.
- c) A candidate who is required to reappear in any paper(s) of an examination of any year at a subsequent examination may be declared to have passed the examination if by combining the marks obtained in that paper(s) at the subsequent examination with the marks obtained in the remaining papers earlier, he/she secures the minimum marks required for passing the examination of that year.
- d) A candidate who fails in First or Second or Third year examination shall be required to reappear in the subsequent examination as an ex-student.

4. Span Period

A candidate shall have to complete the course in the maximum duration of five years after his/her admission to the semester I of the course.

5. Classification of Results

Successful candidates shall be classified on the basis of the combined performance in I, II, III, IV, V and VI semester examinations:

- Ⓑ I Division 60% of marks or more, in the aggregate
- Ⓑ II Division 50% of marks or more, but less than 60% in the aggregate
- Ⓑ III Division 40% of marks or more, but less than 50% in the aggregate

The minimum pass marks for the whole year would be 40%. To get the degree, candidate must pass in all the papers.



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6. Course Activities

B.A.(Hons.) Business Economics being a professional course, all round development of the students is the main focus of this programme. The programme, therefore, aims to develop a high level of skill and commitment to compete with the best in the global arena. The colleges are organizing various activities from time to time to prepare students for the competitive world and also to keep them abreast of the latest developments in the Business and Economic World. The myriad of these activities make the learning process more interactive and useful.

- a) **Seminars and Panel Discussions** : Seminars and Panel Discussions on different topics by eminent speakers help students to look beyond books and academic curriculum. This brings students closer to realities and helps them to understand complex business issues and problems. Seminars and panel discussions on various topics of business, economics and contemporary interest, encourage interaction of the students with educationists, industrialists and policy makers. The aim is to increase awareness and knowledge about the current scenario of both domestic and international state of affairs.
- b) **Industrial Trips** : Industrial Trips provide much needed exposure to the students and a chance to interact with industry as well as corporate experts. This also provides an opportunity to synthesize their theoretical concepts with the practical aspects of the industry making their knowledge more relevant. In the past, the students have visited many organizations like Amul Dairy (Anand), HMT(Pinjore), Maruti Udyog Limited(Gurgaon), Ranbaxy Industries, Gold Plus Glass (Nahan), Minda Industries (Gurgaon), Indian Military Academy (Dehradun) among others.
- c) **Group Discussions and Personality Development Workshops** : Different colleges have been organizing group discussions to improve communication skills and instill confidence in students. Personality development workshops are organised to help students understand themselves better, create a space for themselves in society and develop a positive attitude towards life and a respect for human values. Professionals in the field are also invited to impart proper guidance for the same.
- d) **Mock Interviews** : The colleges conduct mock interviews for the students to help them in overcoming their shortcomings in real life interviews. The professionals also provide guidance on resume writing, code of conduct and important points to be observed in the interviews. The students are given their assessment sheets listing down their strengths and weaknesses. This written feedback helps in identifying the areas of improvements.
- e) **Placements** : To gain knowledge and sharpen skills, students are encouraged to undertake industrial training after the second year examinations. The colleges also endeavor to prepare the third year students for final placements. Leading organization offer placements to Business Economics students in marketing, finance, research, etc. Campus interviews are arranged for this purpose. In the past, the students have successfully done their summer training in the following organizations and some are working in these organizations: Asian Paints, Airtel, BEL, BHEL, Birla Sunlife Insurance, Centaur Hotel, Centurion Bank, Delhi State Industrial Development Corporation, FICCI, HFCL, Hongkong and Shanghai Banking Corporation, Indian Airlines, ICICI Bank, Living Media, Mother Dairy, NSIC, Punjab and Sind Bank, RITES, SAIL, Sahara Airlines, Satyam, Smith Kline Beecham, Thomas Cook, The Hindustan Times, The Times of India, Standard Chartered Bank, STC , etc.
- f) **Annual Festivals** : Every year, different colleges running this course organize annual festival. It is an occasion to release their own magazines, which include articles from eminent personalities, college lectures and students. The festival comprises of various events like Group Discussions, Quiz, Extrepore, Debates, and AD-Mad Shows. These events find active participation from students all over the university. Eminent personalities are also invited to enlighten the students.
- g) **Centralised Annual Festival** : This year for the first time ever a centralised annual festival, 'Zephyr 2008" was held at SGTB Khalsa College in which all the ten colleges running B.A.(Hons.) Business Economics participated.



||| ROISTER '09 |||

It all started with a dream of doing something memorable. The seed once sown, the tree was sure to grow tall in the never say die environment at the Ram Lal Anand College (Evening). The chilly 5th January morning was full of excitement, nervousness and even a sense of pride. Squads of nine colleges marched into the inaugural function, took the oath while the flag bearers held the banners aloft. Principal, Dr. S.C. Sharma declared the games open. And the fireworks heralded the start of the first ever Inter-College Business Economics Sports Meet, Roister '09.

Every student of the host college worked endlessly to come up with the best name, the perfect presentation, designing invitations, medals, trophies and certificates, planning refreshments, scheduling and coordinating events. The imprint of the guidance of Mr. Mukesh Kohli, the sports teacher, could be seen in the impeccable planning.

The sports room, creatively redesigned and renovated, was the venue for the carom and table tennis fixtures. Cricket, the dozen athletics events and tug of war were all held in the spacious college grounds. Badminton and football facilities were duly arranged nearby. The volleyball court came alive with the zest and zeal of the players and Roister truly lived up to its name!

On the afternoon of 10 January, the stage was decorated with colours and flowers, medals and trophies. The Head, Department of Business Economics, Principals of Sri Guru Gobind Singh College and Gargi College, and the teachers present gave away the prizes. The flag bearers lowered the flags as the Ram Lal Anand College (Evening) Principal congratulated the organizers and declared the games closed.

This six day long extravaganza reflected determination, talent and hard work and left its mark in everyone's heart. It was not only a sports meet but a platform for forging new friendships and strengthening existing bonds.

