

**BANGALORE NORTH UNIVERSITY  
BA-ECONOMICS SYLLABUS**

**I SEMESTER**

**Business Economics**

**Module – 1**

**Introduction to Business Economics – Definition – Objectives – Features of Business Economics – Decision Making & Forward Planning – Role and Responsibilities of Business Economist.**

**Module -2**

**Demand Analysis – Meaning and Law of Demand – Exception to Law – Determinants of Demand – Extension & Contraction of Demand, Increase and Decrease in Demand – Elasticity of Demand – Types of Elasticity – Meaning of Price, Cross and Income A Types Prices elasticity of demand, Measurement – Total Outlay Method – Point Method, Arc Method, Problems on Total Outlay – Skill Development – Factors determining elasticity of demand and its practical importance.**

**Module – 3**

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

**Module – 4**

**Supply & Cost Analysis – Meaning – Law of Supply, Elasticity of Supply, Short Run & Long run cost and cost curves, Fixed Cost, Variables cost, Marginal cost & Average cost, Opportunity cost and Economics of scale – Types of Internal and external economics, diseconomies, Total Cost - Total Fixed Cost - Total Variable Cost - Average Cost Average Variable Cost – Short run - Long Run Average Cost - Opportunity Cost - Money Cost - Real Cost.**

**Module – 5**

**Production Function – Producer's Equilibrium – Isoquant and Isocost curves – Laws of production – Short Run and Long run.**

**Reference:**

- 1. Business Economics – Sankaran**
- 2. Business Economics – Mithani**
- 3. Business Economics – M.M.Guptha**
- 4. Business Economics - Dhingra Bangalore University**

## **II SEMESTER**

### **Managerial Economics**

#### **Module – 1**

**Nature & Scope of Managerial Economics, Features & Objectives of the Firm, Profit Theories - Profit Planning – Profit Policies – Break Even Analysis – Meaning – Assumption & Uses. Determination of BEP in terms of Physical units and monetary term – BEP Chart.**

#### **Module – 2**

**Price determination under different markets – Perfect Competition – Monopoly – Price – Price discrimination – dumping - Monopolistic & Oligopoly**

#### **Module – 3**

**Pricing Policy – Meaning – Objectives – factors & General considerations involved in pricing policy – Methods of pricing – Marginal and full cost pricing – Cost plus, rate of return method, administered price.**

#### **Module – 4**

**Business Cycles : Nature & Phases of a business cycle. Theories of Business Cycle – Haw trey’s Theory – Keynesian Theory.**

#### **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**

## III SEMESTER

### ECONOMICS OF INFRASTRUCTURE(A)

#### 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

The structure of Transport Costs and Location of Economic Activities. Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Principle of Pricing. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.

#### Module 3: Communications

Rate-making in Telephone Utilities. Principles of Decreasing Costs in Telephone Industry. Characteristics of Postal Services. Criteria for Fixation of Postal Rates. Measurement of Standards of Service in Telephone and Postal Utilities.

#### Module 4: Energy Economics

Primacy of Energy in the Process of Economic Development. Factors Determining Demand for Energy; Effects of Energy Shortages. Energy Conservation. Renewable and Non-conventional Sources of Energy. Energy Modelling. The Search for an Optimal Energy Policy in the Indian Context.

#### BASIC READING LIST(Common to III and IV semester)

1. Crew, M.A. and P.R. Kleindorfer (1979), Public Utility Economics, Macmillan, London.
2. Indian Council of Social Sciences Research (ICSSR) (1976), Economics of Infrastructure, Vol. VI, New Delhi.
3. National Council of Applied Economic Research (NCAER) (1996), Indian Infrastructure Report Policy Implications for Growth and Welfare, NCAER, New Delhi.
4. Parikh, K.S. (Ed.) (1997), India Development Report 1997, Oxford, New Delhi.
5. Parikh, k.S. (Ed.) (1999), India Development Report - 1999-2000, Oxford, New Delhi.
6. Turvey, R. (Ed.) (1968), Public Enterprises, Penguin, Harmondsworth.

## **III SEMESTER**

### **Monetary Economics (B)**

#### **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-KYCRTGS-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 Dhingra              |
| 7. Money Theory and public policy | : Kurihara K.K             |
| 8. Monetary Economics             | : Sethi.T.T                |
| 9. Monetary Economics             | : Netra Jain               |
| 10.Monetary economics             | : Suraj B Gupta            |

## **IV SEMESTER**

## **International Business Environment(A)**

### **Module – 1**

**Meaning and Definition – Concepts – Significance and nature of business environment – elements of environment – Global environment – Merits and Demerits.**

### **Module – 2**

**Economic Environment of Business. Significance and elements of economic environment – economic systems and business environment – economics planning in India – Government policies – Industrial policies – Monetary and Fiscal Policies, Public Sector and economic development.**

### **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**

**Economic Reforms – Need for Economic Reforms – Main features of reforms – structural changes – privatization, globalization and liberalization.**

### **Module – 5**

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

### **Reference :**

- 1. Adhikary.M – Economic Environment of Business**
- 2. Ghosh, Biswanathan, Economic Environment of Business**
- 3. Raj Agarwal and Parag Diwan, Business Environment**
- 4. Sengupta.N.K., Government and Business in India**
- 5. Daniels, International Business Environment and Operations**
- 6. Michael V.P. Business Policy and Environment**

## **Module – 1**

### **Nature & Scope of Public Economics**

**Meaning – scope – importance – failures of market economy – externalities – public goods vs private goods – merit goods V/s non merit goods – impure public goods – Role of government in a mixed economy and in the changing economic environment – principle of maximum social advantage.**

## **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**

**Meaning - need for public debt – sources of public borrowing – classification of public debt – effects of growth of public debt – causes for growth of public debt – debt burden and future generation - methods of redemption of debt – debt controversy,**

### **Reference Books :**

**Public Finance(2006) – Bhatia.H.L**

**Public Finance(2009) – B.P.Tyagi**

**Modern Public Finance – Musgrave**

**Public Finance(2009) - Lekhi**

# **CORPORATE ECONOMICS**

(Compulsory paper)

## **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-objectivestypes 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**

Introduction-meaning of HRM-objectives of HRM-functions of HRM-HR manager; duties and responsibilities-Risk management-labour and management relationship-environmental accidents-government, courts and media-Stake holders-priorities of stake holder-importance of human resource planning-benefits of human resource planning-methods of recruitment of human resource-problems involved in placement-motivation and leadership style.

## **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



## **V SEMESTER MATHEMATICS FOR ECONOMISTS**

*(Optional paper)*

### **Module-1: Review of Elementary mathematics**

Number system: Equations (linear and quadratic ) simultaneous equations-functions, linear-quadratic-cubic-exponential and logarithmic functions-graph-slopes and intercepts of a function-Simple applications of functions in economics: Derivation of linear demand and supply functions-calculation of market equilibrium- price and quantity ,interest compounding and national income calculation-application of linear function in macroeconomic modelsMatrices: types- algebra of matrices(operation with matrices)-determinants and use of Cramer's rule in solving simultaneous equations.

### **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 complimentsRelationship 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- advaleorem 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	Edward T Dowling to
mathematical economics	
An introduction to mathematical economics	D.Bose

## **V SEMESTER RURAL DEVELOPMENT AND CO-OPERATION**

(OPTIONAL PAPER)

### **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:

i) social welfare programmes. ii) Community development programmes. iii) Employment guarantee schemes: MGNREGAS iv) Health schemes. v) National Rural water Supply schemes vi) Rural sanitation schemes.

### **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 view 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. Are 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,	

**V SEMESTER  
ECONOMICS OF TOURISM  
(OPTIONAL PAPER)**

**Module –1: Introduction to Tourism Economics:**

Tourism: definition- meaning- nature and scope of tourism-Fundamental concepts: Tourist, travelers, visitor, transit visitor and excursionist - Leisure, recreation and tourism and their Interrelationship-Tourism Development and National economy: contribution to GDP-importance of tourism industry in India and Karnataka-Historical dimensions of tourism: Early travels-emergence of modern tourism-factors influencing growth and development of international and national tourism-Impact of industrialization and technological advancement on tourism industry.

**Module –2: Demand and Supply aspects of Tourism**

Nature of demand: Factor influencing tourism demand- trends in tourism demand. Tourism supply: Market Structure and Tourism supply- Supply trends in tourism-Economic impacts of Tourism: Income and Employment-Balance of payments -Foreign exchange, Socio-cultural impacts of tourism-cultural exchange among nations and international understandings-Impacts of tourism on ecology and environment.

**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**

Core concepts in Marketing: products market-tourism forecasting-Product life cycle: New product development-customer satisfaction and related strategies-marketing airlines-hotel-resort-home stay-travel agencies and other tourism related services- challenges and strategies.

#### **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
- Yashodhra Jain, Tourism development

## **VI SEMESTER**

### **ECONOMICS OF HUMAN RESOURCE MANAGEMENT (COMPULSORY PAPER)**

#### **Module -1: Introduction**

Meaning-Scope and importance of Human Resource Management-definition-responsibilities and objectives of Human Resource Management Functions-Evolution of Human Resource Management- Quality of a good manager-Globalization of Human Resource Management -principles and core concepts of Total Quality Management- Human Resource Management and Total Quality Management.

#### **Module-2: Human Resource planning and Job analysis**

Meaning- definition –Importance- need for Human Resource Planning Objectives of Human Resource planning-Human Resource planning system- Components and process of Human Resource planning-Job analysis: job description- job specification- job evaluation- job evaluation method –job design.

#### **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 incentiveFringe benefits-employee welfare- safety and health measures-grievance procedures-redressal of grievances.

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

Definition–nature-content-Historical development of Human ResourceHuman rights Declaration-Human Rights and UNO- Human rights;- children rights-women’s rights-Dalit’s rights-Minority rights-International Human RightsNational Human Rights Commission-Karnataka Human Rights Commission-contemporary issues in Human Rights,



## **VI SEMESTER**

### **STATISTICS FOR ECONOMISTS**

(Optional Paper)

#### **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 numbersconcept 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 Idurl 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 intervalHypothesis testing methods-Z test- I test -F test and X<sup>2</sup> (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
4. Business Statistics
5. Statistics

: DR, S Sachdeva  
: Wilson  
: Gupta

## **VI SEMESTER KARNATAKA ECONOMY**

(Optional paper)

### **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**

Poverty: Rural and Urban poverty-causes-incidence-Relevance of Tendulkar and C. Rangarajan poverty indices-Unemployment: Types-Causes- Employment generation and poverty alleviation programs-i) self employment program ii) wage employment program-iii) Habitat development program-Recent special programs initiated by government of Karnataka- Regional imbalances in Karnataka:-causes. Dr.M.Nanjudappa committee report-Issues related to Hyderabad Karnataka: need for special status - Self Help Groupwomen empowerment.

### **MODULE- 3: Agriculture**

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

### **MODULE-4: Industry and Tertiary Sector**

Recent industrial policy of government of Karnataka-small scale industries-importance, growth and problems- Sources of industrial financeInformation technology and economic growth of Karnataka-Energy sector-growth and problems-Transport and Communication: growth and development- with reference to KSRTC-BMTC- BMRCL Recent roads development projects-Status of exports and imports of Karnataka-

Karnataka's trade policy-Health and nutrition in Karnataka.

### **MODULE-5: Public Finance**

Sources of revenue: Tax and Non Tax-Devolution of resources: Tax sharing-grants in aid-public borrowings-problems of Karnataka's tax system- Growth of public expenditure-Karnataka budget: Budget deficit-fiscal deficit in Karnataka-state finance commission-Debt management in Karnataka-E-governance in Karnataka.

### **Reference Books**

Government of Karnataka : Economic Survey  
Karnataka Economy : O.D Heggade  
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, Kurukshetra, yojana, etc.,

## **VI SEMESTER HOSPITALITY ECONOMICS**

(Optional paper)

### **Module -1: Introduction to Hotel economics**

Meaning- definition- scope and importance of Hotel Economics-ownership structure: pavement hotels- Sole-proprietorship- partnership- Franchisees- Management Contract – their advantages and disadvantages.-ITDC-KSTDCHotel management: managerial skills and rolls –managerial ethics and organizational culture-Organization: concept of organizing hotel industryorganizational structure and design- line and staff- authority and responsibility- span of control- delegation-decentralization.

### **Module-2: Growth and Development of Hotel Industry**

Development of hotel industry over the ages-Indian hotel industry in comparison with international hospitality-Front office: Layout - sections - and Qualities of Front Office staff. -House keeping: concept- importance and scope – marketing of hotel products: Marketing Strategies- Marketing Mix- Planning- Marketing Department Organization- food and beverages: Introduction- types- Organization of F&B Services in different types of Hotels-Factors involved in hotel industry: catering -Classification - commercial and non commercial engineering and maintenance-Finance and accounting;-accounting concepts- classification of accounts- rules of debit and credit-classification of hotel departments: revenue and non-revenue-inter and intra departmental linkages and co ordination.

### **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**

Nature of demand: determinants of demand-nature of tourism demandsupply of hospitality –determinants of tourism and hospitality supply-changes in supply and

demand since 1991-Strategies in hotel management: profit measurement and profit planning-cost benefit analysis-determinants of investment decision in tourism and hospitality.

### **Module-5: Policy and Planning**

Government policy towards hotel industry –controls-regulations and initiatives towards growth and development of tourism and hotel industry in India and Karnataka-problems of hotel industry - measures (monetary and non monetary)-employment of child labour –Social Security in hotels -Hotel Security: concept- importance- Type-Organization structure-Application of security in Hotels- scope and trends.

### **Reference Books**

Hotels for Tourism Development	: Dr. Jagmohan Negi
Principles of grading and classification of hotels,	
Tourism restaurant &resorts -	: Dr. J. Negi
Management Theory & Practice	: C.B.Gupta,
Introduction to Hospitality Industry	: Bagri SC &Dahiya Ashish,
Introduction to Hospitality,	: Walker John R. Prentice Hall of India.
Hospitality Today	: W.Lattin Attn. Rocco; Andrew Vladimir,
Tourism and the hospitalities	: Joseph D. Fridgen
Hospitality Mgt.	: Kevin Baker, Jeremy Hayton
Text book of Food & Beverage Service	: S.N. Bagchi & Anita Sharma – Food
& Beverage Service	: Anil sagar & Deepak Gaur- A.