

B.COM.
SEMESTER I
Micro Economics (CC 3)
(100 Marks , 60 Lectures)

Objectives:

1. To acquaint the students with the concepts of microeconomics dealing with Consumer demand and consumer behaviour.
2. To make the student understand the supply side of the market through the production and cost behaviour of firms.
3. To make the student understand different types of market and levels of competition prevailing in the market
4. To familiarize the students with different types of market imperfections and strategies adopted by firms in the imperfect market.

Unit I Demand and Consumer Behaviour (20 Marks, 10 Lectures)

Demand Analysis, Elasticity of demand: price, income and cross. Concepts of revenue: marginal and Average. Revenue under conditions of Perfect and imperfect competition, Consumer Behaviour: Indifference curve analysis of consumer behaviour; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effect.

Unit II Production and Cost (25 Marks, 15 Lectures)

Supply Analysis, Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, returns to scale using isoquants. Cost of Production: Social and private costs of production, long run and short run costs of production. Economies and diseconomies of scale and the shape to the long run average cost. Learning curve and economies of scope.

Unit III Perfect Competition and Monopoly (30Marks, 20 Lectures)

Perfect competition: Assumptions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply curve. Measuring producer surplus under perfect competition. Demand - supply analysis including impact of taxes and subsidy.

Monopoly: Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. Degrees of price discrimination.

Unit IV Imperfect Competition

(25 Marks, 15 Lectures)

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence – Cournot's duopoly model, Stackelberg model, kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization.

References:

1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
2. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
3. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill Education.
4. Salvatore, D. Schaum's Outline: Microeconomic Theory, McGraw-Hill, Education.
5. H.L. Ahuja, Advanced Economic Theory: Microeconomic Analysis (English) 20th Edition, S Chand Publications.
5. Case and Fair, Principles of Micro Economics, Pearson Education
6. Koutsiyannis, Modern Micro Economic Theory.
7. C Snyder, Microeconomic Theory: Basic Principles and Extensions, Cengage Learning
8. Bilas, Richard A., Microeconomics Theory: A Graphical Analysis, McGraw-Hill Education.
9. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
10. Amit Sachdeva, Micro Economics, KusumLata Publishers

B.COM.
SEMESTER II
Managerial Economics (CC 7)
(100 Marks, 60 Lectures)

Objective: The basic objective of this course is to familiarize the students with the approach, concepts and advanced techniques of managerial economics that are applied in business decision making.

Unit I Pricing Decisions (20 Marks, 12 Lectures)

- a) **Pricing Methods and Strategies** – Cost based pricing(cost plus, marginal cost & target return pricing), Competition based pricing(penetration, entry deterring and going rate pricing), Product life cycle based pricing(price skimming, packaging, perceived value, loss leader pricing), Cyclical pricing (rigid and flexible pricing),Multi-product pricing, Peak load pricing, Sealed bid pricing, Retail pricing, Administered pricing, Export pricing, International price discrimination, Dumping and transfer pricing.
- b) **General considerations and objectives of pricing policy** – Price elasticity of demand and pricing – price forecasting.

Unit II Profit Analysis (20 Marks, 12 Lectures)

- a) **Profit**
Meaning, Different concepts, nature, kinds and role of profit; profit policy, profit limiting factors
- b) **Break Even Analysis**
Meaning, assumptions, uses, limitations, application, break even chart and calculation of Break-Even Quantity and Break-Even Sales, contribution margin, safety margin, targeted sales volume and expected profits; Profit-volume (P/V)analysis -meaning, chart, assumptions and measurement (Numerical Problems to be included) Profit forecasting: meaning and methods

Unit III Capital Budgeting (30 Marks, 18 Lectures)

- a) **Capital budgeting**
Meaning; Nature; Process; Significance; Factors influencing investment decisions; Approaches to determine size of capital budget; Types of projects; steps in capital project evaluation; Methods of project evaluation with numerical problems (Payback period, Average rate of return (ARR), Net Present Value (NPV), Profitability Index(PI) and Internal Rate of Return (IRR) methods); Social cost-benefit analysis (concept, objectives, steps involved and evaluation)
- b) **Cost of capital**
Sources of funds for long-term financing; cost of debt, cost of preference share capital, cost of equity capital, cost of retained earnings – the weighted cost of capital (numerical problems to be included)

Unit IV Decision and Risk Analysis in Business (30 Marks , 18 Lectures)

- a) **Business Decision making** – certainty , risk and uncertainty, sources of business risk, steps involved in analysis of risky decisions, risk premiums, risk adjustment

- b) Risk and Investment Proposals – measures of incorporating risk(expected value and standard deviation), methods to decide selection of project (the finite-horizon, risk adjusted discount rate, certainty equivalent and decision tree analysis method)
Decisions under uncertainty - Game Theory (Assumptions, Structure, Significance, Limitations and Strategies) – Pure Strategy, Nash Equilibrium, Prisoners’ Dilemma, and Applications of Game Theory in Economics. (Numerical problems to be included).

References :

1. Ahuja. H. L. *‘Advanced Economic Theory (microeconomic Analysis)’* S. Chand Limited, New Delhi
2. Geetika, Ghosh. P. & Roy Choudhury. P. *‘Managerial Economics’* Tata McGraw Hill Education Pvt Ltd, New Delhi.
3. Indira Gandhi National Open University: School of Management: Managerial Economics- MS/9
4. Mehta, P.L. *‘Managerial Economics’*, Sultan Chand & Sons, Educational Publishers, New Delhi.
5. Mithani.D.M. *‘Managerial Economics (Theory & Application)’* Himalaya Publishing House,New Delhi.
6. Mukherjee Sampat, *‘Business and Managerial Economics’*, New Central Book Agency (P) Ltd., Calcutta.
7. Samuelson, Paul A and Nordhaus, W.P., *‘Economics’*, McGraw Hill, New York.
8. Varshney R.L. & Maheshwari. K.L., *‘Managerial Economics’* Sultan Chand & Sons, Educational Publishers, New Delhi.

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SEMESTER III
Economics of Resources (GE 4)
(100 Marks, 60 Lectures)

Objectives:

- 1.To familiarize the students with concepts and issues in the realm environmental economics and sustainable development.
2. To introduce the students to economics of resources and their use against the background of growing global concerns over the future of the world economy due to the rapid depletion of natural resources
3. To help the students understand the significance of the management of environment and resources for business.
4. To introduce the students to the economics of human resource development

Unit I Economics of the Environment

(25 Marks, 15 Lectures)

Environmental Economics- definition and meaning; linkages between economy and environment, relevance of environmental economics for business, trade-off between conventional economic output and environmental quality (what is the trade-off, why it occurs, what can be done).Economic efficiency and markets-meaning of economic efficiency and social efficiency, relation between markets and economic and social efficiency, external costs, private and social cost, external benefits, externalities and market failure, over-use of open-access resources. The market approach to environmental problems- internalization of external cost, pollution charges, environmental subsidies, carbon credits(meaning of each, how they work through the market mechanism) Environmental Impact Assessment (EIA) of projects- meaning, benefits.

Unit II Economics of Resources

(20 Marks, 12 Lectures)

Definition of resource, classification, meaning and importance of each, Economic development and resource use- optimist and pessimist models- their major conclusions, Sustainable development- definition and meaning.

Unit III Economics of Energy and Water

(25 Marks, 15 Lectures)

Economics of energy: meaning of energy; Energy and economic growth, criticality of energy as a resource, energy security, dependence on imports, inflation; Energy availability at the global and national levels, demand-supply gaps, implications, measures to reduce the gap; energy pricing in India; energy audit- meaning, importance; current energy scenario in India .

Economics of water: Economic importance of water; Demand for water- domestic and commercial (industry, agriculture); Global water scarcity; Water scarcity in India- extent, causes, attempted solution; Pricing of water -importance, water pricing in India; Challenges in the water sector-scarcity, sharing of water, pollution, groundwater issues, pricing, water quality.....; National Water Policy- proposed measures to meet challenges.

Unit IV Human Resource Economics

(30 Marks ,18 Lectures)

Human resource development- role of education and health in human resource development; Link between education and economic growth and development (productivity, earnings, family size, family health, improved standards of living, adoption of new technology...); benefits of education-direct, indirect, private and social benefits; education as a merit good; expenditure on education in India and its composition (primary, secondary and higher education; public and private).

Link between health and economic growth and development (productivity, earnings, money saved can be spent elsewhere, saving and capital formation, better educational performance of children, smaller families...); determinants of health (income and social status, education, physical environment, health services...) ; health status indicators in India- birth rate, death rate, life expectancy, mortality (infant, child and maternal mortality rates), morbidity; recent trends in health status in India; economic dimension of healthcare - demand and supply of health care; challenges to public health in India; financing of health services - private and public expenditure on health; health insurance.

References:

1. Field, Barry. C. & Field, M. K. 2002. Environmental Economics: An Introduction. McGraw Hill, Singapore.
2. Field, Barry. C. 2001. Natural Resource Economics: An Introduction. McGraw Hill, Singapore.
3. Bhattacharya, R.N. 2001. Environmental Economics: An Indian Perspective. Oxford University Press, New Delhi.
4. Bromley, D. W. 1986. Natural Resource Economics, Policy problems and Contemporary Analysis. Kluwer, Boston.ed.
5. Dorfman, M. R. 1972. Economics of the Environment. W.W. Norton & Co. New York.
6. Dutt, R. and Sundharam, K.P.M. (most recent edition). Indian Economy. Sultan Chand and Co. New Delhi.
7. Hanley, N., J. F. Shogren& B. White. 2001. Environmental Economics in Theory and Practice. Macmillan. London.
8. Hartwick, J. M. &Olewiler, N.D. 1998.The Economics of Natural Resource Use. Harper & Row, Mass., USA. 2nded.
9. Hussen, A. 2004. Principles of Environmental Economics. Routledge. London.
10. Karpagam, M. 2001. Environmental Economics. Sterling Publishers. New Delhi.
11. Merret, S. 1997. Introduction to the Economics of Water Resources: An International Perspective. UCL Press.
12. Perman, R. Ma, Y., McGilvray, J. and Common, M. 2003. Natural Resource and Environmental Economics. Pearson Education Ltd.3rded.
13. Shankar, U. 2001. Environmental Economics. Oxford University Press. New Delhi.ed.
14. Singh, K. 1994. Managing Common Pool Resources: Principles and Case Studies. Oxford University Press. New Delhi.
15. Singh,K. &Shishodia, A. 2007. Environmental Economics: Theory and Applications. Sage. New Delhi.
16. Thompson, D. 2003. The Economics of Environmental Protection. Winthrop Publishers. Cambridge, Mass.

17. Tietenberg T. H. 1994. Environmental Economics & Policy. Harper Collins. New York.
18. Tietenberg T. H. 2006. Environmental and Natural Resource Economics. Addison- Wesley. New York. 7th ed.
19. WHO. 2001. Macroeconomics and Health: Investing in Health for Economic Development, Report of the Commission on Macroeconomics and Health, WHO.
20. http://www.who.int/macrohealth/action/sintesis_15novingles.pdf
21. Winpenny, J. 1994. Managing Water as an Economic Resource, Routledge
22. The Hindu. Survey of Environment: Various issues.
23. World Resources Institute: World Resources, Annual Reports, Other publications.

Useful websites:

World Water Council: <http://www.worldwater> council.org

Water Resources Ministry: [http:// wrmin.nic.in](http://wrmin.nic.in)

World Health Organization: [http:// www. who.int](http://www.who.int)

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SEMESTER IV
Indian Economy (GE 6)
(100Marks, 60 Lectures)

Objectives:

1. To enable the students to grasp the current economic problems in India.
2. To highlight the important economic sectors and challenges faced by them in the recent years.
3. To acquaint students with the major policy regimes of government to resolve problems in agriculture, industry and service sector of India.
4. To enable students to understand the change in policy focus from central planning to process of market integration of the Indian Economy with other markets in the world.

Unit I Basic Issues in Economic Development (20 Marks, 10 Lectures)

Concept and Measures of Development and Underdevelopment; The concept of economic growth and development, India's recent position in the world economy (based on World Bank GNI per capita), Human Development- concept, the Human Development Index – interpretation of indicator and value & rank of the indicator for India in the world context.

Unit II Basic Features of the Indian Economy (20 Marks, 10 Lectures)

Composition of national income and occupational structure, per capita income, inflation, unemployment, income distribution, poverty); India's population demographics [infant mortality rate, literacy rate, gender composition-female male ratio(issue of missing women) and age structure- concept of demographic dividend]

Unit III Policy Regimes, Growth, Development & Structural Change (30 marks, 20 Lectures)

- a) Review of Planning Policy Experience in India.
- b) Policies for Agricultural and Rural Development (since Green Revolution till recently).
- c) Major Industrial policies under planning- Nehru-Mahalanobis Model and Liberalization, Globalization and Privatization (LPG) model of industrial growth. Evolution of Disinvestment policy of Government.
- d) Economic Reforms since 1991 – in banking sector (Narasimham Committee report main suggestions), capital markets, in the external sector, managed exchange rate system, rupee convertibility, in Government's policy on IT services, FDI, FPI entry in domestic sectors.
- e) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.

Unit IV Sectorial Trends and Issues (30 Marks, 20 Lectures)

a) Agriculture Sector:

Nature of Indian Agriculture; Brief evaluation of the agricultural sector (achievements and problems); Agricultural Finance (organized-NABARD, Cooperative and Commercial banks, Micro finance institutions, unorganized sources- moneylenders, landlords, traders etc.); Agricultural Marketing (defects and corrective measures); Government Policy Measures : Minimum Support

Price, Food Security- PDS, TDPS (only meaning and challenges), National Food Security Act 2013(only rationale).Farmers Suicides, Land Acquisition.

b) Industry and Services Sector:

Present structure of industry in the Indian economy; Composition of the Indian industrial sector (organized & unorganized sector, public & private sector, large, medium, small and micro industrial units); Brief evaluation of the industrial sector (achievements and weaknesses); Challenges facing Indian manufacturing; MSME sector – role in the Indian economy and challenges faced. Meaning of Services, importance of services sector in the Indian economy; important components – Information Technology and IT-enabled Services, trade, tourism and travel, transport, telecommunications, real estate and construction, financial services, healthcare and education (contribution to GDP, employment, export earnings (where relevant));

c) External Sector:

Structure, Performance and Reforms: Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments (value, volume and direction); Export-import policies and their impact on exports and imports. WTO, meaning of major agreements (AOA, MFA, TRIPS, TRIMS etc.) and impact on India (wherever relevant).

References:

1. Ahluwalia I.J. & I.M.D. Little 1998, India's Economic Reforms & Development: Essays for Manmohan Singh, Oxford University Press, Delhi.
2. Dreze Jean and Sen Amartya 1996, Indian Economic Development and Social Opportunity, Oxford University Press, Delhi
3. Datt R. and Sundaram K.P.M., 2015, Indian Economy, S. Chand and Co., New Delhi. 71st edition.
4. Ghosh A. (Latest Edition), Indian Economy, World Press, Calcutta.
5. Kapila Raj and Kapila Uma 2001, India's Economy in the 21st Century: Collection of Select Articles, Academic Foundation, Ghaziabad.
6. Mishra S K and Puri V. K. 2015, Indian Economy, Himalaya Publishing Co., Mumbai. 33rd edition.
7. Patel, I.G. 1998 Economic Reforms and Global Change, Macmillan, Delhi.
8. Patnaik, Prabhat. *Some Indian Debates on Planning*. T. J. Byres (ed.). *The Indian Economy: Major Debates since Independence*, OUP.
9. Rangarajan, C. and N. Jadhav. *Issues in Financial Sector Reform*. Bimal Jalan. (ed). *The Indian Economy*. Oxford University Press, New Delhi.
10. Tandon B.B. and Tandon K.K. 2015, Indian Economy, Tata McGraw Hill, New Delhi.

Journals

1. EPW
2. Yogana

Websites

1. www.indiabudget.nic.in

2. www.rbi.org.in

3. www.finmin.nic.in

4. www.goidirectory.nic.in

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SEMESTER V
Indian Monetary and Financial System (CC 16)
(100 Marks , 60 Lectures)

Objectives:

- (1) To enable the student to get a basic understanding of the components of money supply and the role of the central bank in controlling money supply.
- (2) To familiarize the student with the structure and composition of the financial system.
- (3) To facilitate an understanding of the functioning of the money and capital markets in an economy.
- (3) To provide the students a basic knowledge of financial institutions and to acquaint them with major financial services in India.

Unit I Money and Money Supply

(15 Marks, 8 Lectures)

Money: Definition; Origin; components of money - currency, coins and credit; RBI indices of money supply; Role of the RBI in the control of money supply - use of instruments (Quantitative - variable reserve requirements, open market operations, bank rate, repo, reverse repo rates and Qualitative credit controls) in expanding and contracting money supply.

Unit II Financial System and its Components

(25 Marks, 12 Lectures)

Structure (formal and informal financial system); Composition of the Indian financial system – Financial markets, financial institutions, financial instruments, financial services; Flow of Funds Matrix; Financial system and economic development; an overview of Indian Financial system.

Unit III Financial Markets

(30 Marks, 20 Lectures)

Money Market – Features, functions, organization and instruments; Role of central bank in money markets; Indian money market – an overview.

Capital Markets – Features, functions, organization and instruments; Indian debt market; Indian equity market – primary and secondary markets; Role of stock Exchanges in India; SEBI and Investor protection.

Unit IV Financial Institutions and Services

(30 Marks, 20 Lectures)

Commercial banking – introduction, its role in project finance and working capital finance; Development Financial Institutions (DFIs) – An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual funds-introduction and their role in capital market development; Non-banking financial companies (NBFCs); Financial services - Merchant banking, underwriting, credit rating, venture capital finance, financial counseling.

References:

1. Mishra S.K &V.K. Puri (2010), *Indian Economy*, Himalaya Publishing House, Mumbai (Latest edition)
2. M.L.Jinghan, *Money, Banking, International Trade and Public Finance*, Vrinda Publications Pvt. Ltd, New Delhi
3. Bharati V Pathak,(2011) , *The Indian Financial System- Markets, Institutions and Services*, Pearson, Delhi
4. M.Y.Khan,(2011), *Indian Financial System*, Tata Mcgraw Hill Education Private Ltd, New Delhi
5. Machiraju H.R,(2010) *Indian Financial System* , Vikas Publishing House, 4th edition
6. Bhole L.M.,(2009) *Financial Institutions and Markets*, Tata McGraw-Hill, New Delhi
7. Bhole L.M (2000) *Indian Financial System*, Chugh Publications, Allahabad
8. Dutt and Sundaram (2015), *Indian Economy*, S Chand Publishers
9. Prasanna, Chandra, *Financial Management: Theory and Practice*, McGraw- Hill Education
10. Clifford Gomez, *Financial Markets, Institutions and Financial Services*, PHI Learning

Latest editions of suggested books to be referred to

Websites

1. <https://rbi.org.in>
2. www.nseindia.com
3. www.bseindia.com
4. www.sebi.gov.in

B.COM
SEMESTER VI
International Economics (CC 18)
(100Marks, 60 Lectures)

Objectives:

1. To enable the students to understand the role of international trade and the importance of trade policy in the current global scenario
2. To enable the students to have an understanding of the importance of investment flows across countries and their dependence on various macroeconomic variables that are of significance in an open economy
3. To acquaint students with the key accounts of the balance of payments, how exchange rates are determined in the markets for foreign exchange and help them understand the connection between balance of payments and exchange rate movements
4. To enable students to be aware of the meaning and significance of regional and multilateral trade negotiations

Unit I International Trade

(25 Marks, 15 Lectures)

International trade – meaning and features; Theories of international trade: Classical (comparative advantage), H-O theorem, Product Life Cycle, Technological Gaps, Intra-industry trade; Gains from International trade; Terms of Trade: meaning and 3 concepts (Net Barter, Gross Barter and Income Terms of Trade); Free Trade v/s protectionism; types of protective devices - tariff and non-tariff barriers (exchange control, voluntary export restraints, anti-dumping duties & countervailing duties, social clauses such as labour & environmental standards, sanitary & phyto-sanitary measures and administered protection).

Unit II Balance of Payments & Foreign Exchange Rates

(30 Marks, 18 Lectures)

Balance of Payments: Meaning and Structure; Distinction between Balance and Equilibrium; Balance of Trade and Balance of Payments; Disequilibrium – meaning, types and causes; Corrective Measures– exchange rate adjustments (Revaluation and Devaluation), Exchange Control, Trade Measures, Effects of Monetary policy and Fiscal policy on internal and external balance (brief explanation of how the measures work)

Foreign exchange rates: Foreign exchange market – meaning, features and functions; Types of exchange rate systems (fixed, flexible and managed floating – meaning of each); Types of foreign exchange transactions (spot and forward transactions, arbitrage, currency swaps, futures contracts, speculation); Factors influencing short-term exchange rates; Concept of convertibility of Rupee on current account and capital account; Liberalized Exchange Rate Management System (LERMS); Hedging and Exchange rate risk management; Concept of PPP dollar

Unit III International Investment

(25 Marks , 15 Lectures)

Foreign Investment – meaning and composition (FDI & FPI), Foreign Direct Investment: Meaning; Determinants of FDI (resources, market size, trade barriers, economic and business environment of the host country), Multinational corporations: meaning and operational characteristics; Entry modes adopted by Multinational Corporations (licensing, franchising, joint ventures/collaborations, wholly-owned subsidiaries, mergers and acquisitions); Foreign Portfolio Investment: Meaning; Operations of Foreign Institutional Investors; Determinants of FPI (return on investment, level of financial sector development, capital controls, exchange risk); Impact of FPI on capital markets and the exchange rate.

Unit IV Multilateralism and Regional Economic Cooperation

(20 Marks , 12 Lectures)

Multilateralism and Regionalism – meaning and distinction; World Trade Organization – objectives, principles, functions and Agreements (Market access, Agreement on Agriculture, TRIPs, TRIMs, GATS, Dispute Settlement); Regional economic cooperation - Meaning and reasons for growth; Forms of regional integration - Preferential Trade Agreement, Free Trade Agreement, Customs Union, Monetary Union, Economic Union; Integration efforts among Countries in Europe, North America and Asia (NAFTA, EU, ASEAN and SAARC)

References:

1. *Bhole, L. M. & Mahakud, J. 2009, Financial Institutions and Markets: Structure, Growth & Innovations, Tata-McGraw Hill, New Delhi*
2. *Cherunilam, F. 2008, International Economics, Tata McGraw-Hill, New Delhi, 5th Edition*
3. *Cherunilam, F. 2013, International Business Environment, Himalaya Publishing House, New Delhi, 6th Revised Edition*
4. *Dutt, R. and Sundaram, K.P.M. , Indian Economy, S. Chand and Co., New Delhi, Latest Edition*
5. *Kindleberger, C.P. 1973, International Economics, Homewood, R.D. Irwin*
6. *Krugman, P.R. and Obstfeld, M. 2009, International Economics: Theory and Policy, Pearson International Edition, Boston MA*
7. *Machiraju, H.R. 2009, International Financial Markets and India, New Age International, New Delhi,*
8. *Rajwade, A.V. 2008, Foreign Exchange International Finance Risk Management, Academic Foundation, New Delhi*
9. R. B.I. Reports on Currency Finance
10. *Salvatore, D.L. 1997, International Economics, Prentice-Hall, Upper Saddle River, N.J.*
11. *Sharan, V. 2012, International Financial Management, PHI Learning Pvt. Ltd., New Delhi*
12. *Sodersten, B. & Reed, G. 1994, International Economics, Palgrave Macmillan, London*
13. *SubbaRao, P. 2014, International Business: Text and Cases, Himalaya Publishing House, New Delhi, 4th Revised Edition*