

Shri Rawatpura Sarkar University, Raipur



**Examination Scheme & Syllabus
For
BACHELORS OF COMMERCE
V Semester**



Shri Rawatpura Sarkar University, Raipur

Faculty of Commerce

Bachelors of Commerce

Semester-V

(Effective from the session: 2021-22)

S.N.	Course Code	Th/Pr	Subject	Type of Course	Teaching hours per week			T C	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	BC-5.1	Th	Any one the following a. Human Resource Management b. Principles of Marketing c. Auditing and Corporate Governance	Discipline Specific Elective (DSE)-1	3	1		4	70	30			100
2	BC-5.2	Th	Any one of the following a. Fundamentals of Financial Management b. Indirect Tax Law	Discipline -Specific Elective (DSE)-2	3	1		4	70	30			100
3	BC -5.3	Th	Entrepreneurship	Skill-Enhancement Elective Course (SEC)-3	3	1		4	70	30			100
4	BC -5.4	Th	Principles of Micro Economics	Generic Elective (GE)-1	3	1		4	70	30			100
Total Contact Hr per week: 30			Total Credit: 16					Grand Total Marks:				400	



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Course Title	HUMAN RESOURCE MANAGEMENT				
Course Code	BC-5.1 (a)				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Student should basic knowledge of human resource management				
Course Objectives	The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organisation.				
Course Contents	<p>Unit 1: Introduction Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System</p> <p>Unit 2: Acquisition of Human Resource Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction</p> <p>Unit 3: Training and Development Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.</p> <p>Unit 4: Performance Appraisal Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counselling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.</p> <p>Unit 5: Maintenance Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery</p>				
Course Outcomes	<p>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.</p> <p>CO2: To develop necessary skill set for application of various HR issues.</p> <p>CO3: To analyse the strategic issues and strategies required to select and develop manpower resources.</p> <p>CO4: To integrate the knowledge of HR concepts to take correct business decisions.</p>				
Text Books	<ol style="list-style-type: none"> 1. Gary Dessler. <i>A Framework for Human Resource Management</i>. Pearson Education. 2. DeCenzo, D.A. and S.P. Robbins, <i>Personnel/Human Resource Management</i>, Pearson Education. 3. Bohlander and Snell, <i>Principles of Human Resource Management</i>, Cengage Learning 4. Ivancevich, John M. <i>Human Resource Management</i>. McGraw Hill. 5. Wreather and Davis. <i>Human Resource Management</i>. Pearson Education. 				
Reference Books	<ol style="list-style-type: none"> 1. Robert L. Mathis and John H. Jackson. <i>Human Resource Management</i>. Cengage Learning. 2. TN Chhabra, <i>Human Resource Management</i>, Dhanpat Rai & Co., Delhi 3. Biswajeet Patttanayak, <i>Human Resource Management</i>, PHI Learning 4. Neeru Kapoor, <i>Human Resource Management</i>, Taxmann Publication 				

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Miss Stuti Baladhare

Dr. Dharmendra Singh

Dr. Shilpi Yadav



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Course Title	PRINCIPLES OF MARKETING				
Course Code	BC 5.1 (b)				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Student should basic knowledge of fundamentals principles of marketing				
Course Objectives	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.				
Course Contents	<p>Unit 1: Introduction: Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).</p> <p>Unit 2: a. Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour. b. Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.</p> <p>Unit 3: Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.</p> <p>Unit 4: a. Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies. b. Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.</p> <p>Unit 5: a. Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions; b. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism</p>				
Course Outcomes	<p>CO 1: Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.</p> <p>CO 2: Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.</p> <p>CO 3: Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.</p>				
Text Books	<ol style="list-style-type: none"> 1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. <i>Principles of Marketing</i>. 13th edition. Pearson Education. 2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. <i>Marketing: Concepts and Cases</i>. (Special Indian Edition)., McGraw Hill Education 3. William D. Perreault, and McCarthy, E. Jerome., <i>Basic Marketing</i>. Pearson Education. 4. Majaro, Simon. <i>The Essence of Marketing</i>. Pearson Education, New Delhi. 5. The Consumer Protection Act 1986. 				
Reference Books	<ol style="list-style-type: none"> 1. Iacobucci and Kapoor, <i>Marketing Management: A South Asian Perspective</i>. Cengage Learning. 2. Dhruv Grewal, Michael Levy, <i>Marketing</i>, McGraw Hill Education. 3. Chhabra, T.N., and S. K. Grover. <i>Marketing Management</i>. Fourth Edition. Dhanpat Rai & Company. 4. Neeru Kapoor, <i>Principles of Marketing</i>, PHI Learning 5. Rajendra Maheshwari, <i>Principles of Marketing</i>, International Book House 				

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Course Title	AUDITING AND CORPORATE GOVERNANCE				
Course Code	BC 5.1 (c)				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Student should basic knowledge of to provide the understanding of fundamentals of Auditing and Corporate Governance				
Course Objectives	To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility				
Course Contents	<p>Unit 1: Introduction Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.</p> <p>Unit 2: Audit of Companies Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor’s Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013</p> <p>Unit 3: Special Areas of Audit Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Auditing Standards; Relevant Case Studies/Problems;</p> <p>Unit 4: Corporate Governance Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance</p> <p>Unit 5: Business Ethics Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement</p>				
Course Outcomes	<ol style="list-style-type: none"> 1. Demonstrate a solid understanding of the purpose and nature of corporations. 2. Evaluate different stakeholders’ roles and significance in relation to corporate governance. 3. Explain the importance of regulation, markets and information in corporate governance. 4. Evaluate international differences and similarities in relevant institutions and developments. 				
Text Books	<ol style="list-style-type: none"> 1. Ravinder Kumar and Virender Sharma, <i>Auditing Principles and Practice</i>, PHI Learning 2. Aruna Jha, <i>Auditing</i>. Taxmann Publication. 3. A. K. Singh, and Gupta Lovleen. <i>Auditing Theory and Practice</i>. Galgotia Publishing Company. 4. Anil Kumar, <i>Corporate Governance: Theory and Practice</i>, Indian Book House, New Delhi 5. MC Kuchhal, <i>Modern Indian Company Law</i>, Shri Mahavir Book Depot. (Publishers). (Relevant Chapters) 				
Reference Books	<ol style="list-style-type: none"> 1. KV Bhanu Murthy and Usha Krishna, <i>Politics, Ethics and Social Responsibility of Business</i>, Pearson Education 2. N Balasubramanian, <i>A Casebook on Corporate Governance and Stewardship</i>, McGraw Hill Education 3. B.N. Ghosh, <i>Business Ethics and Corporate Governance</i>, McGraw Hill Education 4. S K Mandal, <i>Ethics in Business and Corporate Governance</i>, McGraw Hill Education 5. Bob Tricker, <i>Corporate Governance-Principles, Policies, and Practice</i> (Indian Edition), Oxford University Press 				

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Course Title	FUNDAMENTALS OF FINANCIAL MANAGEMENT				
Course Code	BC 5.2 (a)				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge financial management				
Course Objectives	To familiarize the students with the principles and practices of financial management.				
Course Contents	<p>Unit 1: Introduction Nature, scope and objective of Financial Management, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities.</p> <p>Unit 2: Investment Decision The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.</p> <p>Unit 3: Financing Decision Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage. Determinants of capital structure.</p> <p>Unit 4: Dividend Decisions Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice</p> <p>Unit 5: Working Capital Decisions Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.</p>				
Course Outcomes	<p>CO 1 : To provide introduction to financial management.</p> <p>CO 2 : To create an awareness on capital structure and theories of capital structure.</p> <p>CO 3 : To make them understand the cost of capital in wide aspects.</p> <p>CO 4 : To provide knowledge on divided policies and various divided models.</p> <p>CO 5 : To enable them to understand working capital management.</p>				
Text Books	<ol style="list-style-type: none"> 1. James C. Van Horne and Sanjay Dhamija, <i>Financial Management and Policy</i>, Pearson Education 2. Levy H. and M. Sarnat . <i>Principles of Financial Management</i>. Pearson Education 3. Joy, O.M. <i>Introduction to Financial Management</i>. Mc Graw Hill Education. 4. Brigham and Houston, <i>Fundamentals of Financial Management</i>, Cengage Learning 5. Khan and Jain. <i>Basic Financial Management</i>, McGraw Hill Education 				
Reference Books	<ol style="list-style-type: none"> 1. Chandra, P. <i>Fundamentals of Financial Management</i>. McGraw Hill Education 2. Singh, J.K. <i>Financial Management- text and Problems</i>. 2nd Ed. Dhanpat Rai and Company, Delhi. 3. Rustagi, R.P. <i>Fundamentals of Financial Management</i>. Taxmann Publication Pvt. Ltd. 4. Singh, Surender and Kaur, Rajeev. <i>Fundamentals of Financial Management</i>. Mayur Paperback, New Delhi. 5. Pandey, I.M. <i>Financial Management</i>. Vikas Publications. 				

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Course Title	INDIRECT TAX LAW				
Course Code	BC 5.2 (b)				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of indirect tax law				
Course Objectives	To provide basic knowledge and equip students with application of principles and provisions of Service Tax, VAT, Central Excise, and Customs Laws.				
Course Contents	<p>Unit 1: Service Tax-I Service tax – concepts and general principles, Charge of service tax and taxable services,</p> <p>Unit 2: Service Tax-II Valuation of taxable services, Payment of service tax and filing of returns, Penalties, CENVAT Credit</p> <p>Unit 3: VAT VAT – concepts and general principles, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures</p> <p>Unit 4: Central Excise Central Excise Law in brief – Goods, Excisable goods, Manufacture and Manufacturer, Valuation, CENVAT, Basic procedures, Export, SSI, Job Work</p> <p>Unit 5: Customs laws Basic concepts of customs law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions</p>				
Course Outcomes	<ol style="list-style-type: none"> 1. Students would explain the various terms related to Goods and Service tax (GST). 2. Students would distinguish the difference between forward charge and reverse charge mechanism and also to understand the difference between composite and mixed supply. 3. Students would discuss the time, place and value of supply 4. Students would discuss the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc. 5. Students would compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit. 6. Students would analyse whether a person is required to obtain registration under GST law 				
Text Books	<ol style="list-style-type: none"> 1. Singhanian Vinod K. and Monica Singhanian, <i>Students' Guide to Indirect Taxes</i>, Taxmann Publications Pvt. Ltd., Delhi. 2. V.S. Datey. <i>Indirect Tax Law and practice</i>, Taxmann Publications Pvt. Ltd., Delhi, Latest edition. 3. Sanjeev Kumar. <i>Systematic Approach to Indirect Taxes</i>, Latest edition. 				
Reference Books	<ol style="list-style-type: none"> 1. S. S. Gupta. <i>Service Tax -How to meet your obligation</i> Taxmann Publications Pvt. Ltd., Delhi, Latest edition. 2. Grish Ahuja and Ravi Gupta, <i>Indirect Taxes</i>, Flair Publication Pvt. Ltd. 				

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(Effective from the session: 2021-22)

Course Title	Entrepreneurship				
Course Code	BC 5.3				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of entrepreneurship				
Course Objectives	The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.				
Course Contents	<p>Unit 1: Introduction Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship</p> <p>Unit 2: Entrepreneurship and Micro, Small and Medium Enterprises Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution</p> <p>Unit 3: Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/ entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.</p> <p>Unit 4: Sources of business ideas and tests of feasibility. Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions</p> <p>Unit 5: Mobilising Resources Mobilising resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems</p>				
Course Outcomes	<p>1.Learners will pick up about Foundation of Entrepreneurship Development and its theories.</p> <p>2.Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector.</p> <p>3.Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.</p> <p>4.Learners will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.</p>				
Text Books	<p>1. Kuratko and Rao, <i>Entrepreneurship: A South Asian Perspective</i>, Cengage Learning.</p> <p>2. Robert Hisrich, Michael Peters, Dean Shepherd, <i>Entrepreneurship</i>, McGraw-Hill Education</p> <p>3. Desai, Vasant. <i>Dynamics of Entrepreneurial Development and Management</i>. Mumbai, Himalaya Publishing House.</p> <p>4. Dollinger, Mare J. <i>Entrepreneurship: Strategies and Resources</i>. Illinois, Irwin.</p> <p>5. Holt, David H. <i>Entrepreneurship: New Venture Creation</i>. Prentice-Hall of India, New Delhi.</p>				
Reference Books	<p>1. Plsek, Paul E. <i>Creativity, Innovation and Quality</i>. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.</p> <p>2. Singh, Nagendra P. <i>Emerging Trends in Entrepreneurship Development</i>. New Delhi: ASEED.</p> <p>3. SS Khanka, <i>Entrepreneurial Development</i>, S. Chand & Co, Delhi.</p> <p>4. K Ramachandran, <i>Entrepreneurship Development</i>, McGraw-Hill Education</p> <p>5. SIDBI Reports on Small Scale Industries Sector.</p>				

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Course Title	PRINCIPLES OF MICRO ECONOMICS				
Course Code	BC 5.4				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of principles of micro economics				
Course Objectives	The objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms.				
Course Contents	<p>Unit 1: Introduction (a). Demand and Supply: Determinants of demand, movements vs. shift in demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; - Market equilibrium and price determination. (b). Elasticity of demand and supply. (c). Application of demand and supply.</p> <p>Unit 2: Consumer Theory Ordinal Utility theory: (Indifference curve approach): Consumer's preferences; Interference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticisms of the law of demand.</p> <p>Unit 3: Production and Cost (a). Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale. (b). Costs: Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change: the very long run.</p> <p>Unit 4: Market Structure (a). Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition (b). Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination. (c). Imperfect Competition: Difference between perfect competitions, monopoly and imperfect competition; (i) Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance. (ii) Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.</p> <p>Unit 5: Income Distribution and Factor Pricing Demand for factors. Supply of factor, backward bending supply curve for labor concepts of economic rent; Functional Distribution of Income.</p>				
Course Outcomes	Analyse about Traditional and Modern Definitions of economics. Understand about Methodology in economics. Perform supply and demand analysis to analyse the impact of economic events on Markets, Analyse the behavior of consumers in terms of the demand for products, Analyse the performance of firms under different market structures, Recognize market failure and the role of government in dealing with those failures, Use economic analysis to evaluate controversial issues and policies Evaluate the factors affecting firm behavior, such as production and costs				

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Text Books	<ol style="list-style-type: none">1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; <i>Microeconomics</i>, Pearson Education.2. N. Gregory Mankiw, <i>Principles of Micro Economics</i>, Cengage Learning3. Maddala G.S. and E. Miller; <i>Microeconomics: Theory and Applications</i>, McGraw-Hill Education.4. Salvatore, D. <i>Schaum's Outline: Microeconomic Theory</i>, McGraw-Hill, Education.5. Case and Fair, <i>Principles of Micro Economics</i>, Pearson Education
Reference Books	<ol style="list-style-type: none">1. Koutsiyannis, <i>Modern Micro Economic Theory</i>.2. C Snyder, <i>Microeconomic Theory: Basic Principles and Extensions</i>, Cengage Learning3. Bilas, Richard A., <i>Microeconomics Theory: A Graphical Analysis</i>, McGraw-Hill Education.4. Paul A Samuelson, William D Nordhaus, <i>Microeconomics</i>, McGraw-Hill Education.5. Amit Sachdeva, <i>Micro Economics</i>, Kusum Lata Publishers