

F.Y.B.COM

Semester –I

Business Economics-Paper- I, Course Code- UCM1BE1

Module-I: - Introduction: 10 L

Scope and importance of business economics- Basic tools, opportunity cost principle- Basic economic relations- functional relations- equations- total, average and marginal relations- use of marginal analysis in decision making.

The basics of market demand, market supply and equilibrium price- shifts in demand and supply curves and equilibrium.

Module-II: - Demand Analysis: 15L

Demand function: Nature of Demand curve under different markets. Meaning, significance and types of elasticity of demand -Price elasticity of demand, income elasticity of demand, cross elasticity of demand and promotional elasticity of demand.

Demand estimation and forecasting- meaning and significance- methods of demand estimation- survey and statistical methods (numerical illustrations on trend analysis).

Module-III: - Supply and Production Decisions: 10L

Production function- short run analysis with law of variable proportions- production function with two variable inputs-isoquants -ridge lines and least cost combination of inputs- long run production function and laws of returns to scale, Expansion path.

Module-IV: - Cost of production: 15L

Cost concepts: accounting and economic costs, explicit and implicit costs, Social and private costs, fixed and variable costs- total, average and marginal costs- cost-output relationship in short and long run (hypothetical numerical problems to be discussed)

Extension of cost analysis: cost reduction through experience, LAC and learning curve- Break even analysis (with business applications)

**F.Y.B.COM –
Semester –II**

Business Economics-II - Course Code- UCM2BE2

Module-I: - Market structure: Perfect competition and Monopoly: 10L

Perfect competition and monopoly: Perfect competition and monopoly models are two extreme cases- short run and long run equilibrium of a firm and of industry. Monopoly: sources of monopoly power- short run and long run equilibrium of a firm under monopoly.

Module-II: - Pricing and output decisions under imperfect competition: 15L

Monopolistic competition market: Competitive and monopolistic elements of monopolistic competition- equilibrium of a firm under monopolistic competition- monopolistic completion verses perfect competition- excess capacity and inefficiency- debate over role of advertising (topics to be taught using case studies from real life examples)

Oligopolistic markets: Key attributes of oligopoly- price rigidity, collusive and non- collusive oligopoly market-price leadership models (with practical examples)

Module-III: -Pricing practices: 10L

Cost oriented pricing methods: cost-plus (full cost) pricing, marginal cost pricing, mark up pricing, multiple product pricing- discriminating pricing- transfer pricing. (Case studies on how pricing methods are used in business world)

Module-IV: - Evaluating capital projects: 10L

Meaning and importance of capital budgeting, steps in capital budgeting- Techniques of investment appraisal: Payback period method, net present value method, internal rate of return method (with numerical examples) S.Y.B.COM Semester –III

Business Economics- Paper- III- Course Code- UCM3BE3

Introduction to Macroeconomics

Module-I: Introduction: 10L

- **Macroeconomics:** Meaning, Scope and Importance.
- **Circular flow of aggregate income and expenditure** and its Importance- closed and open economy models
- **Green GNP and NNP concepts-** Importance and Measurement
- **Trade Cycles:** Features and Phases
- **Classical Macro economics: Say's law of Markets** - Features, Implications and Criticism

Module-II: - Basic Concepts of Keynesian Economics: 15L

- **The Principle of Effective Demand:** Aggregate Demand and Aggregate Supply
- **Consumption Function:** Properties, Assumptions and Implications
- **Investment function and Marginal Efficiency of capital**
- **Investment Multiplier effect on Income and Output:** Assumptions, Working, Leakages, Criticism and Importance - paradox of thrift
- **Relevance of Keynesian theory tools to the developing countries**

Module-III: POST Keynesian Developments In Macro Economics: 10L

- **The IS-LM model** of integration of commodity and money markets
- **Inflation and unemployment:** Philips curve
- **Stagflation:** meaning, causes, and consequences
- **Supply side economics:** Basic propositions and critical appraisal

Module-IV - Money, Prices and Inflation- 10L

- **Money Supply:** Determinants of Money Supply - Factors influencing Velocity of Circulation of Money
- **Demand for Money:** Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for money
- **Inflation:** Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting

S.Y.B.COM, Semester –IV Business Economics – IV

Public Finance Paper-IV, Course Code- UCM4BE4

Model No. I - The Role of Government in an Economy: 10L

- **Meaning and Scope of Public finance.**
- **Major fiscal functions:** allocation function, distribution function & stabilization function
- **Principle of Maximum Social Advantage:** Dalton and Musgrave Views - the Principle in Practice, Limitations.
- **Relation between Efficiency, Markets and Governments**
- **The concept of Public Goods and the role of Government**

Module-II- Public Revenue: 15

- **Sources of Public Revenue:** tax and non-tax revenues
- **Objectives of taxation** - Canons of taxation
- **Direct taxes-** Merits and demerits- Indirect taxes- Merits and demerits
- **Shifting of tax burden:** Impact and incidence of taxation - Processes- factors influencing incidence of taxation
- **Economic Effects of taxation:** on Income and Wealth, Consumption, Savings, Investments and Production.
- **Redistributive and Anti – Inflationary nature of taxation** and their implications

Module –III- Public Expenditure and Public Debt: 10L

- **Public Expenditure:** Canons - classification - economic effects of public spending - on production, consumption, distribution, employment and stabilization - Theories of Public Expenditure: Wagner's Hypothesis and Wiseman Peacock Hypothesis - Causes for Public Expenditure Growth - Significance of Public Expenditure: Low Income Support and Social Insurance Programmes.
- **Public Debt:** Classification - Burden of Debt Finance: Internal and External- Public Debt and Fiscal Solvency

Module- IV- Fiscal Policy and Management: 10L

- **Fiscal Policy:** Meaning, Objectives, constituents and Limitations.
- **Budget-** Meaning objectives and types - Structure of Union budget - Deficit concepts
- **Study of current year budget**
- **Intergovernmental Fiscal Relations:** fiscal federalism and fiscal decentralization - central-state financial relations

T Y B Com Semester -V

Business Economics Paper-V Course Code-UCM5BE5

1. Macro Economic Overview of India

- **Overview of New Economic Policy 1991:** Role of Social Infrastructure with reference to Education, Health and Family Welfare.
- **Sustainable Development Goals and Policy Measures:** Make in India, Invest in India, and Skill Development and Training Programmes.
- **Foreign Investment Policy Measures in India:** Foreign Investment Promotion Board, FDI, MNCs and their role.

2. Agriculture During Post Reform Period

- **National Agriculture Policy 2000:** Objectives, Features and Implications.
- **Agricultural Pricing and Agricultural Finance**
- **Agricultural Marketing Development:** Agricultural Market Infrastructure – Market Information – Marketing Training – Enabling Environments – Recent Developments.

3. The Industry and Service Sector during Post-reform Period

- **Policy Measures:** Competition Act, 2003, Disinvestment Policy, Micro, Small and Medium Enterprises [MSME Sector] since 2007.
- **Industrial Pollution in India:** Meaning, Type, Effects and Control.
- **Service Sector:** Recent Trends, Role and Growth in Healthcare and Tourism Industry.

4. Banking and Financial Market

- **Banking Sector:** Recent Trends, Issues and Challenges in Banking and Insurance Industry.
- **Money Market:** Structure, Limitations and Reforms.
- **Capital Market:** Structure, Growth and Reforms.

T Y B Com Semester- VI
Business Economics Paper-VI, Course Code-UCM6BE6

1. Introduction to International Trade

- **Theories of International Trade** – Ricardo's Theory of Comparative Costs and the Heckscher – Ohlin Theory.
- **Terms of Trade** – Types and Limitations.
- **Gains from International Trade** – Offer Curves and Reciprocal Demand.

2. Commercial Policy

- **Commercial Trade Policy** – Free Trade and Protection – Pros and Cons.
- **Tariff and Non-Tariff Barriers:** Meaning, Types and Effects.
- **International Economic Integration** – Types and Objectives: EU and Brexit, ASAEN

3. Balance of Payments and International Economic Organization

- **Balance of Payment:** Meaning, Structure, Types of Disequilibrium.
- **Causes and Measures to correct the disequilibrium in Balance of Payments.**
- **WTO** – Recent Developments in TRIPS, TRIMS and GATS.

4. Foreign Exchange Market

- **Foreign Exchange Market:** Meaning, Functions, Determination of Equilibrium Rate of Exchange.
- **Purchasing Power Parity Theory, Spot and Forward Rates, Arbitrage.**
- **Role of Central Bank in Foreign exchange rate management, Managed Flexible exchange rate system of India.**

M.Com. Part I Semester I- Business Economics-I , Course Code- PCM1BE1
“Economics for Business Decisions”

1. Basic Principles in Business Economics- 15L

Meaning and Scope of Business Economics – twin principles of scarcity- Meaning and Scope or and efficiency, incremental and Marginal principle; profit maximization principle; market economy and invisible hand; production possibility frontier; Opportunity cost – accounting profit and economic profit; market failure, externality, public goods and economic role of government

2. Demand and Supply Analysis- 15L

Determinants of demand – market demand function – theory of attributes, snob appeal, band wagon and Veblen effect and demand function.

Applications of elasticity of demand and supply to economic issues: Paradox of bumper harvest- tax on price and quantity – minimum floor and maximum ceilings: minimum wages controversy- Effects of elasticity of demand and supply on incidence of tax.

The theory of consumer choice – Consumer preference and budget constraint – equilibrium position of tangency with the help of Indifference analysis – effect of changes in price and Income on consumer –equilibrium

3. Production Decisions and Cost Analysis- 15L

Production function – short run and long run – Law of variable proportion, returns to scale, scale economies, scope economies- least cost factor combination for a given output- Expansion path and Multi product firm cost reduction through experience – learning curve

Economic analysis of Cost: Classification of costs, short run and long run cost functions. Break even analysis.

4. Market Structure Analysis -15L

Difference between perfectly and imperfectly competitive markets- Perfect competition and Monopoly as limiting cases of market imperfections – Sources of market power – profit maximization of simple and discriminating monopolist – methods of measuring monopoly power and discriminating monopolist – Public policy towards monopoly power.

Different forms of imperfect competition – Monopolistic competition and Oligopoly – Strategic decision making in oligopoly markets- collusive and non-collusive oligopoly- collusive oligopoly models of price leadership and cartel – basic concepts of game theory – Using Game theory to analyse strategic decisions – application of model of prisoner’s dilemma in market decisions. Advanced Nash equation.

M.Com. Part I, Semester II, Business Economics-II, Course Code- PCM2BE2
“Macro Economics: Concepts and Applications”

1. Aggregate income and its Dimensions- 15L

Aggregate Income and its dimensions: National income aggregates – and measurement; - GNP, GDP, NDP, Real and nominal income concepts, measures of inflation and price indices – GDP deflator – Nominal and real Interest rates -PPP Income and HDI , National income as a measure of economic welfare.

2. Keynesian Concepts of Aggregate Demand (ADF), Aggregate Supply (ASF)- 15L

Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF), Interaction of ADF and ASF and determination of real Income. Marginal efficiency of capital, Inflationary gap.

Policy trade – off between Inflation and unemployment - Phillips’ curve – short run and long run.

3. Economic Policy Implications in the IS-LM Framework- 15L

The IS-LM mode: Equilibrium in goods and money market; Monetary and real influences on IS-LM curves, Economic fluctuations and Stabilization policies in IS-LM framework Transmission mechanism and the crowding out effect; composition of output and policy mix, IS-LM in India

4. International Aspects of Macroeconomic Policy- 15L

International aspects of Macroeconomic policy: Balance of payments disequilibrium of an open economy – corrective policy measures – Expenditure changing policies and Expenditure switching policies BOP adjustments through monetary and fiscal policies – The Mundell–Fleming model. Devaluation, revaluation as expenditure switching policies effectiveness of devaluation and J curve effect

F.Y.B.COM (Accounting and Finance) Semester-I Business Economics-

Paper-I, Course Code- UAF1BE1

Module I- Introduction: 10L

Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations – functional relations: equations-Total, Average and Marginal relations-use of Marginal analysis in decision making.

Module II-Demand Analysis:- 10L

Demand Function - nature of demand curve under different markets

Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)

The basics of Market Demand & Supply and Equilibrium Price – shifts in the demand and supply curves and equilibrium

Demand Estimation and forecasting: Meaning and significance-methods of demand estimation

:survey and statistical methods

(numerical illustrations on trend analysis and simple linear regression)

Module III- Production function: 15L

Short run analysis with Law of Variable proportion-isoquants, ridgelines, and least cost combination of inputs-Long run production function and Law of return to Scale-Expansion path

Cost Concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost- total, average and marginal cost, cost output relationship in the short run and long run

(hypothetical numerical problems to be discussed) Break even analysis (with business applications)

Module IV-Market Structure: 15L

Perfect competition and monopoly and pricing and output decisions under imperfect competition :-

Short run and long run equilibrium of a competitive firm and of industry-Monopoly- Short run and long run equilibrium of a firm under monopoly.

Monopolistic Competition: Equilibrium of a firm under monopolistic competition.

Oligopolistic markets: Key attributes of oligopoly –price rigidity

Module V -Pricing Practices:- 10L

Cost oriented pricing methods: Cost plus (full cost) pricing, marginal cost pricing , mark up pricing, discriminating pricing, multiple product pricing, transfer pricing (case studies on how pricing methods are used in business world)

**S. Y. B. COM. (Accounting and Finance) Semester-IV,
Business Economics - Paper –II, Course code- UAF4BE2**

2. Introduction to Macroeconomic Data and Theory - 15L

Macroeconomics: Meaning, Scope and Importance.

Circular flow of aggregate income and expenditure: closed and open economy models

The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts

Short run economic fluctuations : Features and Phases of Trade Cycles

The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply

- Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output.

Introduction to the Great Depression and Euro Zone Crisis – Brexit

3. Money, Inflation and Monetary Policy - 15L

Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money

Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest

Money and prices : Quantity theory of money - Fisher's equation of exchange -Cambridge cash balance approach

Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.

Monetary policy :Meaning, objectives and instruments, inflation targeting

4. Constituents of Fiscal Policy - 15L

Role of a Government to provide Public goods- Principles of Sound and Functional Finance

Fiscal Policy: Meaning and Objectives

Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance

Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.

5. Open Economy : Theory and Issues of International Trade - 15L

The basis of international trade :Ricardo's Theory of comparative cost advantage - The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types

Factors determining terms of trade - Gains from trade - Free trade versus protection

Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations

Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.

Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility

	T Y B Com (Accounting and Finance)
	Economics Paper – III Course Code- UAF6BE3 (Indian Economy)
Sr. No.	Modules / Units
1	Introduction Agricultural Sector
	<p>Introduction</p> <p>Demographic features- Poverty, Income inequality and Unemployment</p> <p>Urbanization and its effects</p> <p>Agricultural Sector</p> <p>Institutional Structure- Land reforms in India</p> <p>Technological changes in agriculture</p> <p>Agricultural pricing and agricultural finance</p> <p>Agricultural marketing</p> <p>National agricultural policy</p>
2	Industrial Sector
	<p>Growth and pattern of industrialization</p> <p>Industrial Policy of 1991. Public sector enterprises and disinvestment policy</p> <p>Small scale sector- problems and prospects</p>
3	Service Sector and External Sector
	<p>Service Sector</p> <p>Nature and scope of service industry</p> <p>Recent trends in Banking industry, Insurance Industry, Healthcare Industry and Tourism Industry</p> <p>External Sector</p> <p>Structure and directions of foreign trade</p> <p>India's Balance of payments since 1991</p> <p>FDI, foreign capital and transnational companies in India. Role and impact of SAARC, ASEAN and WTO</p>
4	Money and Banking
	<p>Money market and its features</p> <p>Monetary policy of RBI</p> <p>Progress of commercial banking in India</p> <p>Development of capital markets</p> <p>SEBI and its functions</p>

F Y B M S- Semester-I

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**SY BMS Semester-IV, Business Economics - Paper –II, Course
code- UMS4BE2**

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Circular flow of aggregate income and expenditure: closed and open economy models

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Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility

**Head
Department of Business Economics**