

As Per NEP 2020

UNIVERSITY OF MUMBAI



Title of Program

B. Com.(Business Economics)

- A - U.G. Certificate in B. Com. (Business Economics)**
- B- U.G. Diploma in B. Com. (Business Economics)**
- C- Degree in B. Com. (Business Economics)**
- D- B. Com. (Business Economics) (Hons.)**
- E- B. Com. (Business Economics) (Hons. With research)**

Syllabus for

Semester – I and II

Ref: GR dated 20th April 2023 for Credit Structure of UG

(With Effect from the Academic Year 2024-25 Progressively)

University of Mumbai



(As per NEP 2020)

| Sr.No. | Heading | Particulars | |
|----------|--|-------------|---|
| 1 | Title of program O: _____ A | A | U.G. Certificate in B. Com. (Business Economics) |
| | O: _____ B | B | U.G. Diploma in B. Com. (Business Economics) |
| | O: _____ C | C | Degree in B. Com. (Business Economics) |
| | O: _____ D | D | B. Com. (Business Economics) (Hons.) |
| | O: _____ E | E | B. Com. (Business Economics) (Hons. with Research) |
| 2 | Eligibility O: _____ A | A | 12 th OR Passed Equivalent Academic Level 4.0 |
| | O: _____ B | B | Under Graduate Certificate in B. Com. (Business Economics) OR Passed Equivalent Academic Level 4.5 |
| | O: _____ C | C | Under Graduate Diploma in B. Com. (Business Economics) OR Passed Equivalent Academic Level 5.0 |
| | O: _____ D | D | B. Com. of Business Economics with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5 |
| | O: _____ E | E | B. Com. of Business Economics with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5 |
| 3 | Duration of program R: _____ | A | One Year |
| | | B | Two Years |
| | | C | Three Years |
| | | D | Four Years |
| | | E | Four Years |
| 4 | Intake Capacity R: _____ | 120 | |

| | | | |
|----|--|--|----------------|
| 5 | Scheme of Examination R: _____ | NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination | |
| 6 | R: _____ Standards of Passing | 40% | |
| 7 | Credit Structure Sem. I - R: _____ A Sem. II - R: _____ B | Attached herewith | |
| | Credit Structure Sem. III - R: _____ C Sem. IV - R: _____ D | | |
| | Credit Structure Sem. V - R: _____ E Sem. VI - R: _____ F | | |
| 8 | Semesters | A | Sem I & II |
| | | B | Sem III & IV |
| | | C | Sem V & VI |
| | | D | Sem VII & VIII |
| | | E | Sem VII & VIII |
| 9 | Program Academic Level | A | 4.5 |
| | | B | 5.0 |
| | | C | 5.5 |
| | | D | 6.0 |
| | | E | 6.0 |
| 10 | Pattern | Semester | |
| 11 | Status | New | |
| 12 | To be implemented from Academic Year Progressively | From Academic Year: 2024-25 | |

Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of Commerce
& Management

Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce

Sign of the
Offg. Associate
Dean
Prin. Kishori Bhagat
Faculty of
Management

Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management

PREAMBLE

I. INTRODUCTION

The Bachelor of Commerce (B. Com.) in Business Economics is a comprehensive and dynamic three to four-year undergraduate program meticulously designed to impart a profound understanding of economic principles and their real-world applications. The Bachelor of Commerce (B. Com.) in Business Economics program is strategically designed with a set of clear aims and objectives aimed at providing students with a robust foundation in economic principles and theories, fostering their ability to analyze and interpret economic phenomena within the dynamic context of business. The overarching goals of the program include equipping students with the skills to apply economic concepts, theories, and models effectively. This includes evaluating business decisions, assessing market conditions, and formulating strategic plans for business success. A significant component of the program involves the study of the history of economic thought. This exploration grants students insights into the evolution of economic ideas, an understanding of different schools of thought, and an appreciation for the intellectual foundations of modern economics. The curriculum further aims to familiarize students with crucial macroeconomic concepts such as aggregate demand and supply, inflation, unemployment, and fiscal and monetary policies. By doing so, students gain a comprehensive understanding of how these concepts impact business operations and decision-making.

Rooted in a robust foundation year, students embark on their academic journey with Microeconomics-I, Basic Tools for Economics, and Elementary Statistical Techniques for Economics, cultivating a solid understanding of economic fundamentals and analytical skills. The curriculum then unfolds into an exploration year, where advanced courses like Microeconomics-II, Market Analytics in Economics, and Introduction to Business Economics deepen students' insights into complex economic dynamics. Concurrently, subjects like Elementary Mathematics for Economics and Macroeconomics-I provide a quantitative backbone, while Growth and Development-I offers a broader perspective on economic systems.

The program's specialization semester's expertise for diverse fields, featuring subjects such as Industrial Economics, Agricultural Economics, and Logistics & Supply Chain Management. In the capstone year, students select from a range of specialized courses, offering flexibility to choose between Foreign Exchange Market-II/Event Management or explore Innovative Financial Services. This flexibility ensures that graduates not only master core economic principles but also acquire specialized skills relevant to their chosen career paths. The curriculum's innovative approach incorporates subjects like Information Economics and Database of the Indian Economy, blending traditional economic studies with contemporary insights. In summary, the B. Com. in Business Economics program stands as a testament to the commitment to nurturing well-rounded professionals equipped with a deep understanding of economic principles, analytical acumen, and adaptability, preparing them to excel in the ever-evolving global business landscape. As students embark on this educational journey, they cultivate the skills and knowledge essential for becoming leaders in the dynamic field of business and economics.

II. AIMS & OBJECTIVES

- The Bachelor of Commerce (B. Com.) in Business Economics program is designed to instill in students a comprehensive understanding of economic principles, theories, and their practical applications in the context of business.
- The objectives of the program include equipping students with the ability to analyze and interpret economic phenomena, empowering them to apply economic concepts to evaluate business decisions, assess market conditions, and formulate effective strategies. By delving into the history of economic thought, students will gain insights into the evolution of economic ideas, comprehend different schools of thought, and appreciate the intellectual foundations of modern economics.
- The program seeks to familiarize students with macroeconomic concepts, such as aggregate demand and supply, inflation, unemployment, and fiscal and monetary policies, enabling them to understand their implications for business operations and decision-making.
- Students will explore the factors driving economic growth and development at both national and international levels, studying the roles of institutions, policies, technological advancements, and human capital in promoting sustainable economic progress.
- The curriculum includes a diverse range of specialized subjects, encompassing demographic economics, behavioral economics, urban economics, agricultural economics, and environmental economics. This breadth ensures that students develop a diverse skill set and a nuanced understanding of various economic domains.
- The program places a significant emphasis on the development of research skills, providing students with the tools and methodologies necessary to conduct economic research, analyze data, and derive meaningful conclusions for practical applications.
- Students will delve into the intricacies of the Indian financial system, understanding the functioning of financial markets and analyzing the impact of monetary and fiscal policies on economic stability, investment decisions, and capital allocation.
- The curriculum aims to enhance students' understanding of international economics, including trade theories, exchange rates, trade policies, and the impact of globalization on businesses and economies.
- The program seeks to enhance students' understanding of international economics, covering trade theories, exchange rates, trade policies, and the impact of globalization on businesses and economies. Through a well-rounded approach involving theoretical learning, case studies, and practical applications.
- the program aims to develop students' critical thinking skills through a balanced blend of theoretical learning, case studies, and practical applications, this will enable them to analyze complex economic problems, propose effective solutions, and make informed decisions in the dynamic and challenging business environment.
- The B. Com. in Business Economics program aspires to cultivate a new generation of economic leaders, arming them with the knowledge and skills needed to thrive in a rapidly evolving global economy.

III. LEARNING OUTCOMES

- **Comprehensive Economic Understanding:** Graduates will possess a thorough comprehension of economic principles, theories, and their practical applications in the business context, demonstrating a holistic understanding of the economic landscape.
- **Analytical Proficiency:** Students will acquire the ability to analyze and interpret economic phenomena, applying economic concepts to evaluate business decisions, assess market conditions, and formulate effective strategies, showcasing analytical prowess in diverse business scenarios.
- **Historical Perspective:** Through an exploration of the history of economic thought, students will gain insights into the evolution of economic ideas, understanding different schools of thought, and appreciating the intellectual foundations of modern economics, fostering a historical context for economic analyses.
- **Macroeconomic Insight:** Graduates will be well-versed in macroeconomic concepts such as aggregate demand and supply, inflation, unemployment, and fiscal and monetary policies, allowing them to comprehend the implications of these factors for business operations and decision-making.
- **Global Economic Awareness:** Students will explore the factors driving economic growth and development at both national and international levels, studying the roles of institutions, policies, technological advancements, and human capital in promoting sustainable economic progress, fostering a global perspective.
- **Specialized Knowledge:** The curriculum's diverse range of specialized subjects, including demographic economics, behavioral economics, urban economics, agricultural economics, and environmental economics, ensures that graduates develop a versatile skill set and a nuanced understanding of various economic domains.
- **Research Insight:** Graduates will have honed research skills, equipped with the tools and methodologies necessary to conduct economic research, analyze data, and derive meaningful conclusions for practical applications, demonstrating proficiency in empirical economic analysis.
- **Financial System Understanding:** Through an in-depth exploration of the Indian financial system, students will understand the functioning of financial markets and analyze the impact of monetary and fiscal policies on economic stability, investment decisions, and capital allocation, showcasing a practical understanding of financial systems.
- **International Economic Competence:** The program aims to enhance students' understanding of international economics, covering trade theories, exchange rates, trade policies, and the impact of globalization on businesses and economies, preparing graduates for the complexities of the global economic landscape.
- **Critical Thinking and Decision-Making:** Through a well-rounded approach involving theoretical learning, case studies, and practical applications, the program aims to develop students' critical thinking skills. Graduates will be capable of analyzing complex economic problems, proposing effective solutions, and making informed decisions in the dynamic and challenging business environment, demonstrating leadership and strategic thinking qualities.

IV. ANY OTHER POINTS

The Bachelor of Commerce (B. Com.) in Business Economics program serves as a multifaceted asset for students across diverse disciplines, including Science, Engineering, Technology and other discipline students. Over a meticulously designed three to four-year course, the program imparts a profound understanding of economic principles and their real-world applications. This comprehensive education ensures graduates possess not only a holistic economic perspective but also analytical proficiency crucial for scientific research, engineering problem-solving, and technological innovation. The exploration of the history of economic thought fosters a historical context applicable to students in these disciplines, enriching their appreciation of technological advancements and scientific theories. The deep dive into macroeconomic concepts equips graduates with insights into factors influencing research funding, market demand for technological innovations, and broader economic trends.

The program's global economic awareness and specialized knowledge in demographic economics, behavioral economics, and environmental economics offer interdisciplinary perspectives, enhancing problem-solving approaches in science, engineering, and technology. Emphasis on research skills, financial system understanding, international economic competence, and critical thinking prepares graduates to navigate dynamic and challenging environments, providing them with a competitive edge in their professional pursuits.

In essence, the B. Com. in Business Economics program emerges as a transformative educational pathway, seamlessly integrating economic principles with practical applications to empower students in the realms of Science, Engineering, Technology and other disciplines.

V. CREDIT STRUCTURE OF THE PROGRAM (SEM-I, II, III, IV, V, VI, VII & VII)
(table as per _____ with sign of hod and dean)

Under Graduate Programs in University

THREE YEAR / FOUR YEAR B. COM DEGREE WITH BUSINESS ECONOMICS

| Level | Semester | Major | | Minor | OE | VSC, SEC (VSEC) | AEC, VEC, IKS | OJT, FP, CEP, CC, RP | Cum. Cr./ Sem. | Degree/ Cum. Cr. |
|---|----------|---|-----------|-------|-------|---|-----------------------------|----------------------|----------------|-------------------------|
| | | Mandatory | Electives | | | | | | | |
| 4.5 | I | 1) Microeconomics-I (4) 2) Basic Tools for Economics / Economics for PE-I (2) 4- 6 (4+2) | | - | (2+2) | Entrepreneurship and Innovating Start-up with strategic Economics I VSC:2, Green Economy and Consumerism SEC:2 | AEC: 2, VEC: 2, IKS:2 | CC:2 | 20-22 | UG Certificate 40-44 |
| | II | 1) Microeconomics-II (4) 2) Market Analytics in Economics (02)/ Economics for PE-II (2) 4- 6 (4+2) | | 2 | (2+2) | Entrepreneurship Economics Development II VSC:2, Start –ups & Economic development : Skill Enhancement SEC:2 | AEC: 2, VEC: 2 | CC:2 | 20-22 | |
| | Cum Cr. | 8-12 | - | 2 | 8 | 4+4 | 4+4+ 2 | 4 | 40-44 | |
| Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor | | | | | | | | | | |
| 5.0 | III | 1. Macroeconomics-I 2. Growth and Development-I/ Economics for PE-III 6(4+2)-8(2*4) | | 4 | | Economics for Equity Markets I VSC:2, | AEC: 2 | FP:2 CC:2 | 20-22 | UG Diploma 80-88 |
| | IV | 1. Macroeconomics-II 2 Public Finance / Economics for PE-IV (2)6(4+2)-8(2*4) | | 4 | 2 | Economics for Equity Markets II SEC:2 | AEC: 2 | CEP: 2 CC:2 | 20-22 | |

| | | | | | | | | | | |
|---|---------|--|---|-------|----|--|-----------|---------------|-------------|------------------------------|
| | Cum Cr. | 20-28 | | 10 | 12 | 6+6 | 8+4+ 2 | 8+4 | 80-88 | |
| Exit option; Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor | | | | | | | | | | |
| 5.5 | V | 1). Indian Economy-I 2) International Economics- I 3 Indian Financial System-I 8(2*4)-10 (2*4 +2) | 1. Industrial Economics-I OR 1. Agricultural Economics-I 4 | 4-6) | | Introduction to Machine Learning and Artificial Intelligence VSC: 2-4 | | FP/C EP: 2 | 20-22 | UG Degree 120-132 |
| | VI | 1.Indian Economy-II 2. International Economics-II 3. Indian Financial System-II 8(2*4)-10 (2*4 +2) | 1. Industrial Economics-II OR 1. Agricultural Economics-II 4 | 4 | | | OJT :4 | 20-22 | | |
| | Cum Cr. | 36-48 | 8 | 18-20 | 12 | 8-10 +6 | 8+4+ 2 | 8+6+4 | 120- 132 | |
| Exit option: Award of UG Degree in Major with 120-132 credits OR Continue with Major and Minor | | | | | | | | | | |
| 6.0 | VII | 1. Advance Microeconomics 2. Corporate Finance 3. Economics of Money and Banking 12-14 (2*4 +2*2 or 3*4+2) | Information Economics 4 | RM:4 | | | | | 20-22 | UG Honours Degree 160-176 |
| | VIII | 1. Advance Macroeconomics 2. Economic Policy and Reforms 3. Infrastructure Economics 12-14 (2*4 +2*2 or 3*4+2) | Monetary Economics 4 | | | | | OJT:4 | 20-22 | |

| | | | | | | | | | | |
|--|---------|--|--|-----------|----|---------|-----------|---------------|-------------|--|
| | Cum Cr. | 60-76 | 16 | 18-20 +4 | 12 | 8-10 +6 | 8+4+ 2 | 8+6+8 | 160- 176 | |
| Four Year UG Honours Degree in Major and Minor with 160-176 credits | | | | | | | | | | |
| 6.0 | VII | 1. Advance Microeconomics 2. Database of the Indian Economy 8-10 (2*4 +2 or 2*4) | Quantitative Analysis and Survey Design 4 | RM:4 | | | | RP: 4 | 20-22 | UG Honours with Research Degree 160-176 |
| | VIII | 1. Advance Macroeconomics 2. Data Analysis using R 8-10 (2*4 +2 or 2*4) | Statistical Methods and Data Analysis 4 | | | | | RP: 8 | 20-22 | |
| | Cum Cr. | 52-68 | 16 | 18 -20 +4 | 12 | 8-10 +6 | 8+4+ 2 | 8+6+4 + 12 | 160- 176 | |
| Four Year UG Honours with Research Degree in Major and Minor with 160-176 credits | | | | | | | | | | |

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Continuing Education Program, CC – Co-Curricular, RP – Research Project]

SEMESTER – I

SYLLABUS

Mandatory Course – 1

Programme Name: B. Com.(Business Economics)

Course Name: Microeconomics-I

Total Credit:4

University Assessment: 100 Marks

Pre-Requisite:This course provides students with a fundamental understanding of the key principles and concepts in business economics. Through a combination of theoretical knowledge and practical examples, this course equips students with the analytical tools necessary to make informed economic decisions in a business context.

Course Objectives:

- To Understand the fundamental principles of microeconomics and their relevance to business decision-making.
- To Analyze and interpret demand and supply dynamics in different market structures and use this knowledge to make pricing and market strategy decisions.
- To Comprehend the production processes, cost structures, and optimization techniques that businesses employ to maximize efficiency and profitability.
- To Explore the role of information in economics, understanding concepts like asymmetric information and its impact on market behavior and decision-making.

Course Outcome:

CO1: To apply economic principles to analyze and solve real-world business problems effectively.

CO2: To make informed pricing and market strategy decisions by assessing demand and supply dynamics.

CO3: To understand production processes and cost structures to enhance business efficiency and profitability.

CO4: To use the knowledge of economics of information for business decision-making, allowing them to make more informed choices in an information-driven world.

| Modules | Units | Lecture Hours |
|--|---|----------------------|
| 1: Introduction | Meaning and features of microeconomics. | 15 |
| | Mankiw's Ten Principles of Economics. | |
| | Process of decision making- Homo Economicus and Bounded Rationality- decision making with respect to investment, growth and expansion and acquiring and keeping customers. | |
| 2: Demand and Supply Analysis | The Market demand curve- The determinants of market demand. | 15 |
| | The Market supply curve- Determinants of market supply. | |
| | Elasticity of demand and elasticity of supply- Using elasticities in business decisions. | |
| 3. Production and Cost Analysis | Production function, Production isoquants and their properties, Isocost Lines-Least Cost Combination of Factors- Returns to Scale. | 15 |
| | Meaning and types of Cost (Note- Only meaning to be explained along with examples Economic Cost, Accounting Cost, Sunk Cost, Private Cost, Social Cost, Recurring Cost, Non-recurring Cost, Incremental Cost, Real Cost, Book Costs and Life Cycle Costs)-Short-run and Long-run cost curves. | |
| | Economies of Scale and diseconomies of Scale, Economies of Scope and Learning or Experience Curves. | |
| 4. An Introduction to Economics of Information | Information Economics- Meaning and role in decision making and the challenge of asymmetric information in business decision making. | 15 |
| | Adverse Selection- Meaning and using George Akerlof's "Market for Lemons" problem for | |

| | | |
|--|---|--|
| | highlighting the consequences of information asymmetry. | |
| | Moral Hazard-Meaning, examples from the business world and ways of overcoming it. | |

Reference Books:

1. Christopher Thomas and Charles Maurice: Managerial Economics-Foundations of Business Analysis and Strategy, 12th Edition, McGraw Hill, 2020, New Delhi.
2. Dominick Salvatore and Siddhartha Rastogi: Managerial Economics-Principles and Worldwide Applications, Oxford University Press, 8th Edition, 2017, New Delhi.
3. H L Ahuja: Business Economics-Microeconomic Analysis, 13th Edition, S. Chand, 2016, New Delhi.
4. Ivan Png: Managerial Economics, 5th Edition, Routledge, 2016, New Delhi.
5. Michael R. Bye: Managerial Economics and Business Strategy, 4th edition, McGraw Hill, 2003.
6. N. Gregory Mankiw: Principles of Economics Cengage,6th edition, 2017, New Delhi.
7. N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: Business Economics, 1st Edition, 2013, Cengage Learning.
8. R. Panneerselvam, P. Sivasankaran and P. Senthilkumar: Managerial Economics, 1st Edition, Cengage, 2018, New Delhi.
9. Robert Pindyck and Daniel Rubinfeld: Microeconomics, 8th Edition, Pearson, 2018, New Delhi
10. Suma Damodaran: Managerial Economics, Oxford University Press, 2nd edition, 2010, New Delhi.

INTERNAL CONTINUOUS ASSESSMENT: 40%

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 20 marks |
| 2. | Assignment/ Project / Presentation | 20 marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 20 marks |
| | Take best of TWO out of THREE from above | 40 Marks |

SEMESTER END EXAMINATION: 60%

| Format of Question Paper | | |
|---|--|-----------------|
| Time: 2 Hours | | Mark: 60 |
| Note: 1. Attempt any Four questions out of Five . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q4 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q5 | Write Short Notes (Any 3)(5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

Mandatory Course – I

Programme Name: B.com in Business Economics

Course Name: Basic Tools in Economics

Total Credit:2

University Assessment: 50 Marks

Pre-Requisite: This course requires students to have a foundational understanding of basic economics.

Course Objectives:

- To define, categorize, and demonstrate the practical importance of variables, ceteris paribus, functions, equations, and identities in economic analysis.
- To analyze and interpret the meaning, types, features, and practical significance of graphs, diagrams, lines, curves, slopes, and tables in representing and conveying economic relationships.
- To apply the acquired knowledge of basic tools by utilizing variables, functions, equations, and graphical representations to solve economic problems and analyze real-world scenarios.
- To create and design effective economic models using variables, functions, equations, and graphical representations, showcasing a proficiency in constructing insightful tools for economic analysis.

Course Outcome:

CO1: Remember the meaning and importance of various basic tools of used in economics.

CO2: Understand the types and use of various basic tools of used in economics.

CO3: Apply the various basic tools in a given scenario.

CO4: Create the various basic tools of used in economics in a hypothetical situation.

| Modules | Units | Lecture Hours |
|--------------------------------|--|---------------|
| 1. Introduction to basic tools | Variables: Meaning, Types, Importance and Use | 15 |
| | Ceteris: Paribus Meaning, significance and Use | |
| | Function: Meaning, Types, Importance, | |

| | | |
|----------------------|---|----|
| | & Use | |
| | Equations: Meaning, Types, significance and Use | |
| | Identities: Meaning, Types, Importance & Use | |
| 2. Graphs and Tables | Graphs and Diagrams: Meaning, Types, Features, Importance and Use. | 15 |
| | Lines and Curves: Meaning, Types, Importance & Use | |
| | Slope: Meaning, Types, Importance and Use | |
| | Tables or Schedules: Meaning of a Table Characteristics of a Table, Use or Importance of Tables | |

Reference Books:

- 1) Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011.
- 2) B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill, 2011.
- 3) Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007.
- 4) Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.
- 5) Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008.
- 6) Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.
- 7) Salvatore, D.L., Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
- 8) Suma Damodaran, Managerial Economics, Oxford University Press, 2006
- 9) Varian, H.R., Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.
- 10) Sen, Anindya, Microeconomic Theory, Oxford Univ. Press, 1999.
- 11) Koutsoyiannis, A., Modern Microeconomics, MacMillan Press, 1979.
- 12) H.L. Ahuja, Business Economics, 1999.
- 13) H.L. Ahuja, Principles of Microeconomics.

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS

| Format of Question Paper | | |
|---|--|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

Mandatory Course – I

Programme Name: B. Com. (Business Economics)

Course Name: Economics for Professional Careers - I

Total Credit:2

University Assessment: 50 Marks

Pre-Requisite: This course requires students to have a foundational understanding of basic economics.

Course Objectives:

- To establish a comprehensive understanding of Business Economics.
- To demonstrate and understand the various concepts in the principles of demand.
- To compare and contrast the theories of consumer behavior.
- To develop expertise in the concept of supply and related concepts.

Course Outcome:

CO1: Remembering the meaning, scope and importance of concepts used in the economics.

CO2: Understanding the role, problems and types of concepts used in the economics.

CO3: Applying the determinants of demand, supply.

CO4: Analysing the consumer's behaviour.

| Modules | Units | Lecture Hours |
|------------------------------------|---|---------------|
| 1. Business Economics and Demand | Meaning, scope and importance of Business Economics., Basic Problems of an Economy and Role of Price Mechanism. | 15 |
| | Meaning and Determinants of Demand, Law of Demand, Increase & Decrease in Demand and Expansion & Contraction of Demand. | |
| 2. Consumer's Behaviour and Supply | Theory of Consumer's Behaviour Marshallian approach and Indifference Curve approach. | 15 |
| | Meaning and Determinants of Supply, Law of Supply and Elasticity of Supply. | |

Reference Books:

- 1) Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011.
- 2) B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill, 2011.
- 3) Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007
- 4) Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.
- 5) Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008.
- 6) Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.
- 7) Salvatore, D.L., Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
- 8) Suma Damodaran, Managerial Economics, Oxford University Press, 2006
- 9) Varian, H.R., Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.
- 10) Sen, Anindya, Microeconomic Theory, Oxford Univ. Press, 1999.
- 11) Koutsoyiannis, A., Modern Microeconomics, MacMillan Press, 1979.
- 12) H.L. Ahuja, Business Economics, 1999.
- 13) H.L. Ahuja, Principles of Microeconomics.

Title of the Course: Entrepreneurship and Innovative Start-ups with Strategic Economics

Programme: B. Com in Business Economics

Syllabus for 2 Credit Course

From the academic year-2024-2025

| Sr. No. | Heading | Particulars |
|---------|---------------------------|--|
| 1 | Pre-Requisite | This course intends to create the essential skill sets a successful entrepreneur should possess among students. The innovative trends of entrepreneurship and strategic economic perspectives together with a dissecting capacity are expected to orient the learners in creatively and critically engaging the entrepreneurial ecosystem of the new age start-ups. Syllabus is conceived, planned and structured in the Outcome Based Education (OBE) pattern. |
| 2 | Vertical: | Open Elective; VSC 2 |
| 3 | Type: | Theory |
| 4 | Credit: | Theory: 02 credits |
| 5 | Hours Allotted: | 30 Hours |
| 6 | Marks Allotted: | 50 Marks |
| 7 | Course Objectives: | By the end of this course, students will be able to:- <ul style="list-style-type: none">➤ equip with knowledge and relevance of various aspects of strategic economics, highlighting entrepreneurial ecosystem.➤ Develop an understanding of the innovative entrepreneurship models and forms and utilise opportunities to make a successful venture.➤ acquire knowledge about the current trends in the business dynamics.➤ use the economic perception of business decision making, allowing learners to make more informed choices in the entrepreneurial ecosystem. |
| 8 | Course Outcomes: | By the end of this course, students will be in a position: - CO1: apply strategic economic principles to analyze and solve the issues of the business world effectively. CO2: learn to adopt, adapt and innovate enterprising strategies to cope up with the vibrant business environment. Co3: explore the start-ups trends and practices . CO4: evaluate the strategic economic theories and concepts and apply to the business dynamics in India and the world. |

| | |
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| 9 | Modules: - |
| | Module1:Entrepreneurial Ecosystem with Strategic Economics (15 hours) |
| | <ul style="list-style-type: none"> • Concept and application of Strategic Economics;Daniel Isenberg's modelof Entrepreneurial Ecosystems; Joseph Schumpeter's Innovation Theory of Profit • Building Entrepreneurial Quotient; Current economic policies as driving forces / limitations to entrepreneur in India • Business Ethics and Best Practices; Social Entrepreneurship |
| | Module 2: New Age Start-ups (15 hours) |
| | <ul style="list-style-type: none"> • Types of new age businesses as FinTech, EdTech, HealthCare, AgriTech, Defence, IT, Space, Robotics, Digital Transformation & VBA,Women Entrepreneurship, Family Run Business, MSME etc. • Risk managementas calculating and mitigating enterprise risks; Funding for start-ups in India including Crowd Funding. • Business scalability, Pillars of sustainable business; Building a sustainable business model of start-up. |

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|-----------|--|
| 10 | Reference Books: |
| | <ol style="list-style-type: none"> 1. Allen, K.R. (2012) Launching new ventures: an entrepreneurial approach. 6th ed. Belmont, CA: South-Western. 2. Brahma, Rumi. "A Review of the Economic Growth of Start-Up and Older Companies in India From 2011-2021." International Journal for Research in Applied Science and Engineering Technology 10, no. 5 (May 31, 2022): 378–84. 3. Chaudhari, Sagar Lotan, and Manish Sinha. "A study on emerging trends in Indian startup ecosystem: big data, crowd funding, shared economy." International Journal of Innovation Science 13, no. 1 (January 7, 2021): 1–16.Hisrich, R.D., Peters, M.P. and Shepherd, D.A. (2013) Entrepreneurship. 9th ed. New York: McGraw-Hill Irwin. 4. Dr.Geeta J. "GREEN INTIATIVES OF INDIAN STARTUPS TO ACHIEVE SUSTAINABILITY – A STEP FORWARD." international journal of engineering technology and management sciences 7, no. 2 (2023): 884–88. 5. Jones, O., Macpherson, A. and Jayawarna, D. (2014) Resourcing the start-up business: creating dynamic entrepreneurial learning capabilities. Abingdon, Oxon: Routledge, Taylor & Francis Group. 6. Kander, D. (2014) All in startup: launching a new idea when everything is on the line. Hoboken, New Jersey: Wiley. 7. Mariotti, Steve, 1953- (2015) Entrepreneurship & small business management. 2nd edition. Boston: Pearson. 8. Mullins, J.W. (2013) The new business road test: what entrepreneurs and executives should do before launching a lean start-up. 4th ed. Harlow: Pearson. 9. Rajpara, Yashasvi. "Are Indian Startups Technology Driven ? Investigating Potentiality of Indian Startups." AMC Indian Journal of Entrepreneurship 3, no. 2-3 (September 30, 2020): |

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|-----------|---|------------------------------------|
| | 25. | |
| 11 | InternalContinuousAssessment:50% | SemesterEnd Examination:50% |
| | Continuous evaluation pattern | |
| | 1. Class Test- on-line/offline in college | 10 marks |
| | 2. Assignment/ Project Presentation/ Case Study writing | 05 marks |
| | 3. Book review/Newspaper review (in any language)/ Case Studies | 05 marks |
| | 4. Overall Performance | 05 marks |
| 12 | FormatofQuestion Paper | |
| | Time: 1 hour Marks: 25 Note: 1. All questions are compulsory 2. Figures to the right indicate full marks. | |
| | Q.1 Answer the following (any 1) A) Or B) | 10 marks |
| | Q.2 Answer the following (any 3 out of 5) | 15 marks |

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS

| Format of Question Paper | | |
|---|--|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS

| Format of Question Paper | | |
|---|--|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

VSEC

Programme Name: B. Com. (Business Economics)

Course Name: Green Economy and Consumerism

Total Credit:2

University Assessment: 50 Marks

Pre-Requisite:The course enables learners to familiarize themselves with the rationale and core concepts guiding an inclusive green economy and consumerism.

Course Objectives:

- To Identify enabling conditions for greening national economies.
- To apply the rationale and core concepts for realizing an inclusive green economy against business-as-usual practices.
- To Blend national strategies and planning to advance an inclusive green economy to address complex economic issues.
- To assess the rise of sustainable green consumerism and implications for promoting environmentally responsible behaviors in the Indian context.

Course Outcome:

CO1: Demonstrate a sound understanding of the rationale of green economies and consumerism.

CO2: Sigh the Key sectors with high greening potential

CO3: Critically assess the existing frameworks and take initiatives to support an inclusive green economy.

CO4: Integrate the knowledge and skills adopted to strengthen the organizational commitments and capacities to drive green economy policy development, implementation and compliance.

| Modules | Units | Lecture Hours |
|------------------|--|---------------|
| 1. Green Economy | Concept and Significance of Green Economy; opportunities and challenges of greening key sectors such as renewable energy, green buildings, clean transportation, water management, waste management and land management. | 15 |
| | Patterns of consumer behavior that help or hinder the progress towards green economy; Green banking efforts from financial institutions; CSR code of conduct towards green economy. | |
| | The Green Economy Progress (GEP) Measurement Framework, International frameworks guiding efforts towards inclusive green economies: United Nations Environment Programme. | |
| 2. Consumerism | Concept and Significance of Green Consumerism; Impact of Consumerism on environmental footprint. | 15 |
| | Environmental costs of | |

| | | |
|--|---|--|
| | consumerism; The benefits and values of green consumerism. | |
| | Factors influencing Green Consumer Behaviour; The rise of sustainable green consumerism in India. | |

Reference Books:

1. Sustainable Economic Development: Green Economy and Green Growth; Editors: Walter Leal Filho, Diana-Mihaela Pociovalisteanu, Abul Quasem Al-Amin
2. A Green Economy : India's Sustainable Development, N. R. Krishnan
3. Irvine, Sandy. *Beyond green consumerism*. London: Friends of the Earth, 1989.
4. Mansvelt, Juliana. *Green consumerism: An A-to-Z guide*. Thousand Oaks: Sage Publications, 2010.
5. Rajagopal. "Green Consumerism." In *Sustainable Businesses in Developing Economies*, 67–99. Cham: Springer International Publishing, 2020. http://dx.doi.org/10.1007/978-3-030-51681-9_3.

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|-------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS

| Format of Question Paper | | |
|---|--|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

SEMESTER – II

Mandate Course –II

Programme Name: B.com. (Business Economics)

Course Name: Microeconomics-II

Total Credit:4

University Assessment: 100 Marks

Pre-Requisite: This course, is designed to provide students with a comprehensive understanding of decision-making in various market scenarios and the strategic pricing techniques employed by firms.

Course Objectives:

- To define and identify characteristics of competitive markets.
- To understand how monopolistic firms set prices and quantities.
- To evaluate barriers to entry in oligopolistic markets.
- To assess pricing strategies in competitive markets.

Course Outcome:

CO1: Evaluate the efficiency of competitive markets and their role in resource allocation.

CO2: Understand how firms with market power can influence pricing and output levels.

CO3: Analyze strategic interactions among firms in oligopolistic markets.

CO4: apply pricing techniques to real-world scenarios and assess their effectiveness in achieving business objectives.

| Modules | Units | Lecture Hours |
|--|---|----------------------|
| 1: Business Decisions in Competitive Markets | Perfect Competition-meaning and features, | 15 |
| | Demand Facing a Price-Taking Firm-Profit Maximization in the short-run. | |
| | Long-run analysis of a perfectly competitive firm and is competition always good? | |

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|--|--|-----------|
| <p>2: Business Decisions for Firms with Market Power</p> | <p>Monopoly- Meaning, features and barriers to entry and rise of monopolies (E.g., Barriers Created by Government, Economies of Scale, Essential Input Barriers, Brand Loyalties, Consumer Lock-in, Network Effects and Sunk Cost).</p> <p>Monopolist demand curve, why a monopolist does not have a supply curve and the welfare cost of monopolies.</p> <p>Monopolistic Competition: Meaning and Features and the role of advertising in monopolistic competition.</p> | <p>15</p> |
| <p>3. Strategic Decision Making in Oligopoly Markets</p> | <p>Oligopoly: Meaning, features and examples</p> <p>The economics of co-operation: The Prisoner's Dilemma Model in the context of decision-making among oligopolistic firms.</p> <p>Market concentration under oligopoly and its impact on pricing power and competition. The Herfindahl Index as a measure of market concentration and its implications in business decision making.</p> | <p>15</p> |
| <p>4. Pricing Techniques</p> | <p>Importance of pricing in business strategy and its role in achieving financial and strategic goals.</p> <p>Primary objectives that businesses aim to achieve through pricing (e.g., profit maximization, market share growth, cost recovery, and value creation).</p> <p>Types of pricing techniques: Pricing of Multiple Products, Pricing of Joint Products, Transfer Pricing, Price Discrimination, Product Bundling, Cost Plus Pricing, Peak Load Pricing, Penetration Pricing, Price Skimming, Entry Detering Pricing, Every Day Low Pricing Strategy, Prestige Pricing, Price Lining, Value Pricing, Price Matching and Auction Pricing. (Note only meaning along with examples to be explained)</p> | <p>15</p> |

Reference Books:

1. Christopher Thomas and Charles Maurice: Managerial Economics-Foundations of Business Analysis and Strategy, 12th Edition, McGraw Hill, 2020, New Delhi.
2. Dominick Salvatore and Siddhartha Rastogi: Managerial Economics-Principles and Worldwide Applications, Oxford University Press, 8th Edition, 2017, New Delhi.
3. H L Ahuja: Business Economics-Microeconomic Analysis, 13th Edition, S. Chand, 2016, New Delhi.
4. Ivan Png: Managerial Economics, 5th Edition, Routledge, 2016, New Delhi.
5. Michael R. Bye: Managerial Economics and Business Strategy, 4th edition, McGraw Hill, 2003.
6. N. Gregory Mankiw: Principles of Economics Cengage, 6th edition, 2017, New Delhi.
7. N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: Business Economics, 1st Edition, 2013, Cengage Learning.
8. R. Panneerselvam, P. Sivasankaran and P. Senthilkumar: Managerial Economics, 1st Edition, Cengage, 2018, New Delhi.
9. Robert Pindyck and Daniel Rubinfeld: Microeconomics, 8th Edition, Pearson, 2018, New Delhi
10. Smith, P., & Johnson, R. (2017). "Supply Curve in Monopoly Markets: An Examination of Absence and Implications" Review of Economics and Statistics, 3(92), 456-472.
11. Stucke, M. E. (2013). "Is competition always good?" Journal of Antitrust Enforcement, 1(1), 162-197.
12. Suma Damodaran: Managerial Economics, Oxford University Press, 2nd edition, 2010, New Delhi.

INTERNAL CONTINUOUS ASSESSMENT: 40%

| Continuous Evaluation Pattern | | |
|-------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 20 marks |
| 2. | Assignment/ Project / Presentation | 20 marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 20 marks |
| | Take best of TWO out of THREE from above | 40 Marks |

SEMESTER END EXAMINATION: 60%

| Format of Question Paper | | |
|---|--|-----------------|
| Time: 2 Hours | | Mark: 60 |
| Note: 1. Attempt any Four questions out of Five . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q4 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q5 | Write Short Notes (Any 3)(5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

Mandatory Course – II

Programme Name: B. Com (Business Economics)

Course Name: Market Analytics in Economics

Total Credit:2

University Assessment: 50 Marks

Pre-Requisite: This course requires students to have a foundational understanding of basic micro-economics.

Course Objectives:

- To understand the fundamentals of market analysis and Learn various methods of market research
- To gain proficiency in data collection and analysis techniques
- To interpret market trends and make data-driven recommendations
- To apply market analytics concepts to real-world business scenarios

Course Outcome:

CO1: Understand the concept and significance of market analytics in business decision-making processes.

CO2: Apply descriptive and inferential statistical techniques to analyze market data.

CO3: Create visual representations of market data using charts, graphs, and other visualization tools and Interpret market data to identify patterns, trends, and correlations by using software

CO4: Apply market analytics concepts to analyze real-world business cases, demonstrating practical problem-solving skills.

| Modules | Units | Lecture Hours |
|-------------------------|---|----------------------|
| 1. Market Analytics- I | <p>Meaning, characteristics, advantages and disadvantages of marketing analytics, Market Data Sources (Primary and Secondary).</p> <p>Market Sizing: meaning and approaches (Top-down, Bottom-up and supply side), PESTLE Market Analysis, Porter Five Force Analysis</p> <p>Data Analysis Techniques- Descriptive statistics (mean, median, mode, standard deviation), Inferential statistics (Correlation, regression analysis), Data visualization (charts, graphs,), Time series analysis, Sales Forecasting- Introduction, Simple Linear Regression & Multiple Regression model to forecast sales</p> | 15 |
| 2. Market Analytics- II | <p>Customer Analytics: Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value, Using Customer Value to value a business,</p> | 15 |

| | | |
|--|---|--|
| | <p>Market Segmentation- meaning and benefits of market segmentation, Demographic, psychographic, geographic, and behavioral segmentation</p> | |
| | <p>Pricing Analytics- Pricing Policy and Objectives, Price Elasticity, Estimating Linear and Power Demand Curves, Optimize Pricing, Pricing Multiple Products, Profit Maximizing strategies using Nonlinear Pricing Strategies, Price Skimming & Sales,</p> | |

Reference Books:

1. Anirban Bandyopadhyay and Gautam Bandyopadhyay Marketing Analytics: A Practical Approach in India , Springer Publication
2. Sameer Mathur Marketing Analytics: A Data-Driven Approach for the Indian Market, SAGE Publications India Pvt Ltd
3. G.C. Beri Marketing Research: Tools and Techniques, McGraw-Hill Education Publication
4. Sharad Sharma and Kamal Kishore Sharma Consumer Behavior: Insights from Indian Market, Springer Publication
- 5.Saroj Kumar and Trupti Singh Chowdhary, Market Analytics, Thakur Publication Ltd, Lucknow.
- 6.Vijay Mahajan Market Research and Analytics: Integrating Data and Insights Across the Marketing Organization
- 7.Paul Hague and Others "Market Research in Practice, Kogan Page Publisher
- 8.Foster Provost and Tom Fawcett "Data Science for Business, O'Reilly Media, Inc.

9. Wayne L. Winston "Marketing Analytics: Data-Driven Techniques with Microsoft Excel,
Wiley

10. Paul W. Farris and others "Marketing Metrics: The Definitive Guide to Measuring Marketing,
Pearson Publisher

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS

| Format of Question Paper | | |
|---|--|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

Mandatory Course – II

Programme Name: B. Com.(Business Economics)

Course Name: Economics for Professional Careers - II

Total Credit:2

University Assessment: 50 Marks

Pre-Requisite: This course requires students to have a foundational understanding of basic micro-economics.

Course Objectives:

- To understand the fundamental concepts of costs, revenue, and production and the laws governing production in both variable proportions and returns to scale.
- To explore the intricacies of market structures, incorporating a study of game theory and its application to market dynamics.
- To examine the mechanisms of price determination in various market structures, analyze market equilibrium, and evaluate the concept of social efficiency in the context of different market forms.
- To demonstrate proficiency in determining price and output levels under different market structures.

Course Outcome:

CO1: Demonstrate a comprehensive understanding of cost, revenue, and production concepts, including short-run and long-run costs, average and marginal costs, and the laws of production.

CO2: Analyze and compare different market structures incorporating the principles of game theory to understand competitive dynamics.

CO3: Apply knowledge to determine prices in various market structures, evaluate market equilibrium, and assess social efficiency, showcasing the ability to analyze and predict economic outcomes under different competitive scenarios.

CO4: Develop proficiency in determining price and output levels under diverse market forms, demonstrating a practical understanding of how market forces influence economic decisions and outcomes.

| Modules | Units | Lecture Hours |
|---|---|---------------|
| 1. Cost, Revenue and Production | Concepts of Costs—Short-run and long-run costs, Average and Marginal Costs, Total, Fixed and Variable Costs. Revenue concepts- AR, TR & MR. | 15 |
| | Meaning and Factors of Production, Short Run and Long Run. | |
| | Law of Production— The Law of Variable Proportions and Law of Returns to Scale, Producer's Equilibrium. | |
| 2. Market Structure and Price Determination | Market Structure: Monopoly, Duopoly, Oligopoly, Perfect Competition, Monopolistic Competition. Game Theory. | 15 |
| | Price Determination in these Markets. Market Equilibrium and Social Efficiency. | |
| | Price-Output Determination under different Market Forms. | |

Reference Books:

1. Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011.
2. B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill, 2011.
3. Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007.
4. Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.
5. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008.
6. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.

7. Salvatore, D.L., Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
8. Suma Damodaran, Managerial Economics, Oxford University Press, 2006
9. Varian, H.R., Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.
10. Sen, Anindya, Microeconomic Theory, Oxford Univ. Press, 1999.
11. Koutsoyiannis, A., Modern Microeconomics, MacMillan Press, 1979.
12. H.L. Ahuja, Business Economics, 1999. 13. H.L. Ahuja, Principles of Microeconomics

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS

| Format of Question Paper | | |
|---|---|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks) | 15 Marks |

| | | |
|-----------|--------------|--|
| | Each) | |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

BCOM : ECONOMICS: VSEC

Entrepreneurship & Economic Development

Course: 30 Hours
Assessment: 50

Pre-requisite

Aim:

1. This syllabus integrates foundational concepts, practical skills, and advanced topics in entrepreneurship and economic development.
2. The inclusion of start-up-related content provides students with insights into the practical aspects of launching and growing a business.
3. The course aims to inspire creativity, critical thinking, and a deep understanding of the role entrepreneurs play in shaping economies.

Objective:

1. Foster creativity, critical thinking, and a deep understanding of the entrepreneurial role in shaping economies.
2. Inspire students to develop an entrepreneurial mindset and acquire practical skills for launching and growing businesses.
3. Provide insights into the practical aspects of entrepreneurship through start-up-related content.
4. Encourage a comprehensive exploration of challenges, trends, and future directions in the field of entrepreneurship.
5. Utilize relevant literature and case studies to deepen the understanding of entrepreneurship and economic development.

LEARNING OUTCOME:

1. Understanding the Foundations of Entrepreneurship and Economic Development:

Students will be able to define and explain the key concepts of entrepreneurship and economic development, including the characteristics and evolution of entrepreneurship, the relationship between entrepreneurship and economic development, and the importance of small businesses in driving economic growth.

2. Developing Entrepreneurial Mindset and Skills:

Participants will acquire an entrepreneurial mindset and essential skills for success in entrepreneurial ventures. This includes the ability to identify and assess opportunities, cultivate creativity and innovation, make informed and effective decisions, and navigate risks associated with entrepreneurship.

3. Strategic Planning and Execution for Entrepreneurial Ventures:

Students will learn the process of planning and strategizing for entrepreneurial ventures, covering aspects such as business planning, model development, strategic management, and financing strategies. They will also gain insights into legal structures relevant to entrepreneurial ventures. Additionally, the course will focus on the practical aspects of start-up launch, early operations, team building, and marketing, with a consideration of challenges and strategies for scaling up.

Unit 1: Foundations of Entrepreneurship and Economic Development (15 lectures)

Introduction to Entrepreneurship and Economic Development

Definition, Characteristics, and Evolution; The Relationship between Entrepreneurship and Economic Development; Importance of Small Businesses in Economic Development
Entrepreneurial Mindset and Skills; Developing an Entrepreneurial Mindset; Key Skills for Successful Entrepreneurs; Creativity and Innovation in Entrepreneurship ;Risk-taking and Decision-making in Entrepreneurial Ventures

Identifying Opportunities and Startup Concepts.

Recognizing Market Gaps and Needs; Market Research and Opportunity Assessment ;Technology and Entrepreneurial Opportunities; Conceptualizing and Developing a Start-up Idea;

Planning and Strategy for Entrepreneurial Ventures

Business Planning and Model Development; Strategic Management for Entrepreneurs; Financing Entrepreneurial Ventures: Sources and Strategies; Legal Structures for Entrepreneurial Ventures
Start-up Launch and Early Operations; Execution and Implementation of Start-up Plans; Building and Leading Start-up Teams; Marketing and Sales for Start-ups Scaling Up: Challenges and Strategies

Unit 2: Economic Development through Entrepreneurship and Advanced Start-up Concepts (15 lectures)

Entrepreneurship and Economic Growth:

The Role of Entrepreneurship in Economic Development; Impact of Entrepreneurship on GDP and Employment; Small and Medium Enterprises (SMEs) in Economic Development; Global Perspectives on Entrepreneurship and Economic Growth; Government Policies, Support, and Funding for Start-ups

Government Initiatives to Promote Entrepreneurship

Access to Finance for Entrepreneurs; Incubators, Accelerators, and Innovation Hubs; Case Studies of Successful Government Entrepreneurship Policies; Challenges, Trends, and Future Directions

Challenges Faced by Entrepreneurs in Developing Economies

Gender and Entrepreneurship; Emerging Trends in Entrepreneurship; Entrepreneurship and Sustainable Development Goals (SDGs); Advanced Start-up Concepts : AI, EdTech Start-up , e-Commerce Start-up , Telehealth; Reflections on the Entrepreneurial Journey

Bibliography:

1. Jean Drèze and Amartya Sen (2013) : "An Uncertain Glory: India and its Contradictions" (2013, Penguin Books India)
2. V. R. Krishna Iyer (2013) : "Fault Lines of the Republic: Divided Societies, Endangered Lives" (2013, Penguin Books India)
3. Gurcharan Das (2000) : "India Unbound"(2000, Penguin Books India)
4. Khalid Sekkat (2007): "Small and Medium Enterprises in Economic Development: The UNIDO Experience" by (2007, Palgrave Macmillan)
5. David B. Audretsch and A. Roy Thurik(2001): "Entrepreneurship and Economic Development" : (2001, MIT Press)

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS

| Format of Question Paper | | |
|---|--|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

BCOM: ECONOMICS: VSEC

Start-ups & Economic Development: Skill Enhancement

Course: 30 hours
Assessment: 50 marks

Pre-Requisite:

Aims:

1. Develop a comprehensive understanding of the soft skills essential for entrepreneurial success.
2. Equip students with practical communication, leadership, and time management skills crucial for navigating the challenges of entrepreneurship.
3. Foster emotional intelligence, adaptability, and problem-solving capabilities in an entrepreneurial context.

Objectives:

1. Present an overview of the significance of start-ups in contributing to economic growth, backed by relevant case studies and data.
2. Assign a research project to analyse Indian entrepreneurship trends, mapping the start-up landscape, and identifying success stories, challenges, and failures.
3. Guide students in conducting a thorough analysis of the best and worst start-ups, extracting valuable lessons for future entrepreneurs.
4. Facilitate a project presentation where students showcase their findings, including business models, success/failure factors, and lessons learned.

Learning Outcomes:

1. Soft Skill Development:

Students will develop and apply essential soft skills for entrepreneurial success, including effective communication, leadership, teamwork, time management, problem-solving, critical thinking, adaptability, resilience, negotiation, and decision-making.

2. Understanding the Start-up Ecosystem:

Through a research assignment analysing Indian entrepreneurship trends, students will be equipped to identify and evaluate the factors contributing to the success and failure of start-ups in India over the past 1.5 decades.

3. Application of Analytical Skills:

Students will develop analytical skills through the identification and analysis of both the best and worst start-ups in India. This involves mapping the Indian start-up ecosystem, examining success stories, and delving into the challenges and failures faced by start-ups.

The final project, which includes researching and analysing start-ups, allows students to apply their learning to real-world scenarios. They will create a comprehensive report detailing business models, success/failure factors, and lessons learned, and then present their findings to the class, honing their presentation and communication skills.

These learning outcomes aim to provide students with a well-rounded skill set, combining soft skills essential for personal and professional development with a deep understanding of the start-up ecosystem and the ability to critically analyse and learn from both successful and unsuccessful entrepreneurial ventures.

Unit 1: Skills for Entrepreneurial Success (Lectures 10)

Introduction to Soft Skills for Entrepreneurs:

Overview of Soft Skills in Entrepreneurship; Icebreaker: Self-introduction and Goal Setting; Importance of Soft Skills in Start-ups; Soft Skills Success Stories in Entrepreneurship; Communication and Networking Skills; Effective Communication Techniques; Leadership and Team Building; Leading and Working in Teams; Time Management and Productivity; Time Management for Entrepreneurs

Time Audit: Analysing and Improving Time Management; Problem-Solving and Critical Thinking; Adaptability and Resilience; Resilience Building Activity: Handling Business Challenges; Emotional Intelligence in Entrepreneurship; Role-Play: Emotional Intelligence Scenarios in Business; Soft Skills in Negotiation and Decision-Making; Negotiation Skills for Entrepreneurs; Decision-Making in a Start-up Environment

Unit 2: Start-ups and Economic Development (20 lectures)

Overview of Start-ups and Economic Development; Importance of Start-ups in Economic Growth

Research Assignment: Analysing Indian Entrepreneurship Trends

Identifying the Best and Worst Start-ups in India (Last 1.5 Decade)

Indian Start-up Ecosystem, Mapping the Indian Start-up, Landscape Success Stories of Indian Start-ups, Analysing Successful Indian Start-ups, Challenges and Failures in Indian Start-ups

- Project Kick-off: Identifying the Worst Start-up in India, Research & Analysis of the start-ups;

Lessons Learnt from Best and Worst Start-ups; Research and analyse the best and worst Start-ups in India

Create a comprehensive report including business models, success/failure factors, and lessons learned; Present findings and insights to the class in a final project presentation

- Project Presentation: Showcase Findings on Best and Worst Start-ups

Final Project Submission

References:

1. Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty" by Abhijit V. Banerjee and Esther Duflo (2011, Public Affairs)
2. "The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries (2011, Crown Business)
3. "Zero to One: Notes on Start-ups, or How to Build the Future" by Peter Thiel and Blake Masters (2014, Crown Business)
4. "The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers" by Ben Horowitz (2014, Harper Business)
5. "Founders at Work: Stories of Start-ups' Early Days" by Jessica Livingston (2007, Apress)

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| Continuous Evaluation Pattern | | |
|--------------------------------------|--|-----------------|
| 1. | Class Test based on objectives on-line/offline | 10 Marks |
| 2. | Assignment/ Project / Presentation | 10 Marks |
| 3. | Book review/Newspaper review (in any language)/ Case Study writing | 10 Marks |
| | Take best of TWO out of THREE from above | 20 Marks |

SEMESTER END EXAMINATION: 30 MARKS






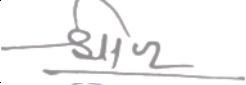


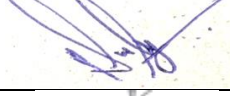








| Format of Question Paper | | |
|---|--|------------------|
| Time: 1 Hour | | Marks: 30 |
| Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks. | | |
| Q1 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |

| | | |
|-----------|--|-----------------|
| Q2 | Answer the following question (Any 2) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| Q3 | Write Short Notes (Any 2 out of 4) (5 Marks Each) | 15 Marks |
| A. | | |
| B. | | |
| C. | | |
| D. | | |

Letter Grades and Grade Points:

| Semester GPA/ Programme CGPA Semester/ Programme | % of Marks | Alpha-Sign/ Letter Grade Result | Grading Point |
|---|-------------------|--|--------------------------|
| 9.00 - 10.00 | 90.0 – 100 | O (Outstanding) | 10 |
| 8.00 - < 9.00 | 80.0 - < 90.0 | A+ (Excellent) | 9 |
| 7.00 - < 8.00 | 70.0 - < 80.0 | A (Very Good) | 8 |
| 6.00 - < 7.00 | 60.0 - < 70.0 | B+ (Good) | 7 |
| 5.50 - < 6.00 | 55.0 - < 60.0 | B (Above Average) | 6 |
| 5.00 - < 5.50 | 50.0 - < 55.0 | C (Average) | 5 |
| 4.00 - < 5.00 | 40.0 - < 50.0 | P (Pass) | 4 |
| Below 4.00 | Below 40.0 | F (Fail) | 0 |
| Ab (Absent) | - | Ab (Absent) | 0 |

Team for Creation of Syllabus

| Name | College Name | Signature |
|---------------------------|---|---|
| Prin. Gopal Kalkoti | |  |
| Prin. Atul Salunkhe | C. D. Deshmukh College, Roha |  |
| Prin. V. S. Adigal | Viva College, Virar |  |
| Prof. B. G. Shetty | Model College, Dombivli |  |
| Prin Deepak P Sable | BFA's Bharat College of Arts and Commerce Badlapur |  |
| Dr. Shivaji Ananda Pawar | Mulund College of Commerce |  |
| Dr. Arjun Atmaram Lakhe | Mulund College of Commerce |  |
| Dr Sujata Janardan Dhopte | M. K. Sanghvi College of Commerce & Economics |  |
| Dr. Vasudev Iyer | Tolani College of Commerce (Autonomous) |  |
| Prof. Yasmeen Aowte | GogateJogalekar College |  |
| Prof. Durgesh Kumar Dubey | K. P. B. Hinduja College of Commerce, Mumbai |  |
| Dr. Jayasree. V | Sree Narayana Guru College of Commerce, Mumbai |  |
| Prof. Harsh Shukla | Mahatma Night Degree College, Chembur, Mumbai |  |
| Dr. Parag Inamdar | Adv. V. B. Deshpande College of Commerce (Night), Mulund. |  |
| Dr. Somnath S. Vibhute | G. G. College, Vasai |  |
| Dr. Diwakar Kadam | D.G. Tatkare College Tala |  |
| Dr Suchitra S Kumar | G.N.Khalsa College Mumbai- |  |

Appendix B

Justification for B.Com. (Business Economics)

| | | |
|----|--|---|
| 1. | Necessity for starting the course: | NEP 2020 |
| 2. | Whether the UGC has recommended the course: | Yes |
| 3. | Whether all the courses have commenced from the academic year 2023-24 | Yes |
| 4. | The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?: | Aided Courses, Yes |
| 5. | To give details regarding the duration of the Course and is it possible to compress the course?: | Four Years Course, Each course has Separate Specialization the course cannot be Compressed |
| 6. | The intake capacity of each course and no. of admissions given in the current academic year: | Business Economics 120 |
| 7. | Opportunities of Employability / Employment available after undertaking these courses: | Jobs in Banking and Insurance Sector, Marketing and Sales Representatives, Research associates, Stock Market and Trading, Business Analyst, Accountants, Marketing Representatives, HR Staff, Advertising Personnel, Export, Business Consultancy, Startups Self Employment, etc.. |

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of Commerce
& Management**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce**

**Sign of the
Offg. Associate
Dean
Prin. Kishori Bhagat
Faculty of
Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**