

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: CU-519A	A	U.G. Certificate in B. Com. (Business Economics)
	O: CU-519B	B	U.G. Diploma in B. Com. (Business Economics)
	O: CU-519C	C	Degree in B. Com. (Business Economics)
	O: CU-519D	D	B. Com. (Business Economics) (Hons.)
	O: CU-519E	E	B. Com. (Business Economics) (Hons. with Research)
2	Eligibility O: CU-520A	A	12 th OR Passed Equivalent Academic Level 4.0
	O: CU-520B	B	Under Graduate Certificate in B. Com. (Business Economics) OR Passed Equivalent Academic Level 4.5
	O: CU-520C	C	Under Graduate Diploma in B. Com. (Business Economics) OR Passed Equivalent Academic Level 5.0
	O: CU-520D	D	B. Com. of Business Economics with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5
	O: CU-520E	E	B. Com. of Business Economics with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5
3	Duration of program R: CU-546	A	One Year
		B	Two Years

		C	Three Years
		D	Four Years
		E	Four Years
4	Intake Capacity R: CU-547	120	
5	Scheme of Examination R: CU-548	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination	
6	R: CU-549 Standards of Passing	40%	
7	Credit Structure Sem. I - R: CU-550A Sem. II - R: CU-550B	Attached herewith	
	Credit Structure Sem. III - R: CU-550C Sem. IV - R: CU-550D		
	Credit Structure Sem. V - R: CU-550E Sem. VI - R: CU-550F		
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. INRODUCTION

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.

III.

- 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.

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.

IV.

- **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.

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.

SEMESTER – I

Mandatory Course – I

Programme Name: B. Com. (Business Economics)

Course Name: Economics for Professional Careers - I

Total Credit: 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.

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.		