UNIVERSITY OF MUMBAI

No.UG / 146 of 2008

CIRCULAR :-

A reference is invited to the Ordinances, Regulations and Syllabi relating to the Bachelor of Commerce (B.Com.) degree course ***vide*** this office Circular No.UG/129 of 2005 dated 7th April ,2005 and the Principals of the affiliated colleges in Commerce and Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Board of Studies in Business Economics at its meeting held on 21st January,2008 has been accepted by the Academic Council at its meeting held on 27th February,2008 ***vide*** item No.4.9 and that, in accordance therewith, the syllabus and pattern of question papers in the subject of Business Economics at the F.Y., S.Y. and T.Y.B.Com. degree course are revised as per the ***Appendices 'A', 'B', and 'C'*** respectively and that the same will be brought into force with effect from the academic year 2008-2009, 2009-2010 and 2010-2011 respectively.

MUMBAI-400 032

4th April,2008

for I/c. REGISTRAR

To,

The Principals of the affiliated colleges in Commerce, and the Professor-cum-Director, Institute of Distance Education.

A.C./4.9/27.02.2008

No.UG/ 146-A of 2008, MUMBAI-400 032 4th April,2008

Copy forwarded with compliments for information to :-

1) The Dean, Faculty of Commerce
2) The Chairman, Board of Studies in Business Economics
3) The Controller of Examinations,
4) The Co-Ordinator, University Computerization Centre,

for I/c. REGISTRAR

Copy to :-

The Director, Board of College and University Development, , the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section),Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar (PRO), the Assistant Registrar, Academic Authorities Unit (2 copies)and the Assistant ...

Enclosure to Item No. 4.9
Appendix – 'A' 27-2-08

UNIVERSITY OF MUMBAI

Revised Syllabus
For
F.Y.B.Com.

Business Economics
(Paper-I)

(With effect from the academic year 2008-2009)

SYLLABUS

F.Y.B.COM.

BUSINESS ECONOMICS PAPER – I
(WITH EFFECT FROM ACADEMIC YEAR 2008-09)

Objectives- The objective of the course is to familiarize the students with the basic concepts of microeconomics and application to business situations. The syllabus is meant to guide the students in understanding the real world market situations and how it can be used as a practical goal for decision-making.

Section I

Module 1 - Demand Analysis

Utility: Cardinal and Ordinal approaches - Indifference Curve Approach: Properties of Indifference Curves, Consumer's Equilibrium, Price effect, Derivation of demand curve from PCC. - Consumer's Surplus- Elasticity of demand; Income, Cross and Promotional- Case Studies- Demand Forecasting: meaning , significance and methods- Case Studies.

(15 Lectures)

Module 2- Theory of Production

Production function; Short Run and Long Run - Law of Variable Proportions- Iso-quant- Producer's Equilibrium- Returns to Scale- Economies of Scale- Economies of Scope- Case Studies.

(15 Lectures)

Module 3 Cost Analysis

A) Concepts: Social and Private costs, Economic and Accounting Costs, Fixed and Variable Costs-Opportunity Cost.

B) Behavior of Cost Curves: Short Run and Long Run.

C) Learning Curve-Producer's Surplus- Case Studies.

(15 Lectures)

Section II

Module 4 Revenue Concepts:

Total Revenue- Average revenueand Marginal Revenue under Perfect Competition and Monopoly-Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand-Objectives of a Firm:Profit, Sales and Growth Maximization - Break- Even Analysis- Case Studies.

(15 Lectures)

Module 5 Markets

Equilibrium under Perfect Competition and Monopoly in Long Run - Monopolistic Competition: Features- Oligopoly: Features-Case Studies.

(15 Lectures)

Module 6 Pricing Methods

A) Marginal Cost, Full Cost, Discriminatory, Dumping, Multi-Product and Transfer Pricing.

B) Capital Budgeting – Meaning and Importance- Investment Criteria: Pay Back Period Method, Net Present Value Method, and Internal Rate of Return Method- Case Studies.

(15 Lectures)

References

1. Principles of Microeconomics- H.L. Ahuja- S. Chand Company Ltd.
2. A course in Micro Economic Theory- David M. Kreps- Prentice Hall of India
3. Modern Micro Economics- A. Koutsoyianms- Mac Millan Press Ltd
4. Pridyck, R. S., and D.L. Rulrifeld, "Microeconomics", Prentice-Hall of India Ltd
5. Barmol, William J, "Economic Theory and Opertions Analysis", Prentice Hall of India Pvt. Ltd, New Delhi
6. Advanced Economic Theory- H L Ahuja S. Chand Company Ltd. Latest Edition
7. Micro Economic Theory- M L Jhingan Mac Millan Press Ltd
8. Micro Economic Principles- Mankiw N Gregory- Mac Millan Worth Publishers, New-york
9. Principles o Economics, – Paul Samulson.

Pattern of Question Paper
FY B.Com
Business Economics Paper –I

MARKS: 50 TIME 2 HRS.

SECOND TERM EXAM

1 Question Paper will be SIX questions in all

2 Question No 1 is COMPULSORY and the students can attempt ANY THREE Questions from the remaining.

3 Question No 1 is for 14 marks which will consist of objective Questions

4 Questions 2-5 will be core questions from Module IV,V and VI for 12 marks each ; they may be split intc A and B Sub-questions.

5 Minimum TWO Case Studies will be asked in B Part of Questions 2-5

6 Question 6 will be on explanatory note. Any Two out of Four to be attempted. One explanatory note from each Module IV, V and VI and fourth one from any of the LAST three modules may be asked.

Pattern of Question Paper

FY B.Com
Business Economics Paper –I

MARKS: 50 **FIRST TERM EXAM** TIME 2 HRS.

Note: 1) Question No 1 is COMPULSORY and the students can attempt ANY THREE Questions from the remaining.

2).Figures to the right indicate full marks.

3) Draw neat Diagrams wherever necessary.

Q.1
A) (08)
B) (06)

Q2 A) (06)
B) (06)

Q3 Explain the following:
A) (06)
B) (06)

Q.4 A) (06)
B) (06)

Q.5 A) (06)
B) (06)

Q6 Write explanatory notes (**Any two**) (06+06=12)
A.
B..
C.
D.

Pattern of Question Paper
FY B.Com and SY B.Com
Business Economics Paper –I and II

TIME 3 HRS.

MARKS: 100

ATKT AND REPEATERS EXAMS

Note: 1) Question No 1 and 6 are COMPULSORY and the students can attempt ANY TWO Questions from each section.
2) Figures to the right indicate full marks.
3) Draw neat Diagrams wherever necessary.

SECTION-I

Q1 A) (10)
B) (08)

Q2 A) (08)
B) (08)

Q3 Explain the following:
A) (08)
B) (08)

Q4 A) (08)
B) (08

Q5 Write explanatory notes (**Any two**) (08+08=16)
A.
B.
C.
D.

SECTION-II

Q6 A) (10)
B) (08)

Q7 A) (08)
B) (08)

Q8 Explain the following:
A) (08)
B) (08)

Q9 A) (08)
B) (08)

Q10 Write explanatory notes (**Any two**) (08+08=16)
A.
B.
C.
D.

x — x — x

Enclosure to Item No. 4.9

Appendix-'B' 27.2.08

UNIVERSITY OF MUMBAI

Revised Syllabus

For

S.Y.B.Com.

Business Economics

(Paper-II)

(With effect from the academic year 2009-2010)

S Y B.Com
Business Economics Paper II
(WITH EFFECT FROM ACADEMIC YEAR 2009-10)

Objectives:
The syllabus of S.Y.B.Com. – Business Economics is an attempt to acquaint the students with the various important concepts and issues of macroeconomics and its relevance to Indian economy in the present context.
The syllabus also incorporates issues related to globalization to enable the students to understand impacts of global economy on national policy making.

SECTION – I

1. **Introduction to Macro Economics**

Circular Flow of Income: Closed (two and three sector models) and Open Economy Models- Trade Cycles: Features and Phases-Changing Sectoral Composition of India's National Income .

(15 Lectures)

2. **Economy in the Short-Run**

Meaning of Aggregate Demand and Equilibrium National Income (Y=E), Concept of Multiplier-Supply of Money: Constituents, Determinants, Velocity of Circulation of Money; RBI's Approach to Money Supply - Demand for Money, Liquidity Preference Approach.

IS-LM Framework

(15 Lectures)

3. **Issues in Inflation, Employment and Unemployment**

Demand Pull and Cost Push Inflation, Causes and Effects of Inflation, Measures to control inflation in India. Impact of globalization on employment in India, Nature of unemployment in India, Employment Policy since 1991.

(15 Lectures)

SECTION – II

4. **Economic Transition in India**

A) Agriculture: Importance of agriculture in Indian economy, Recent issues and Policies in Indian agriculture – Impact of WTO on Indian Agriculture.

B) *Industry*: Structural Changes and Composition of Industry since 1991– Small Scale Industries: Role, Problems and Policies Since 2000 – Disinvestment: Policies and issues – SEZ: Concept, Role and Impact.

C) **Significance** and Growth of Services Sector.

(15 Lectures)

5. **Economy in the long-run**

Sources of Growth–Concept and Importance of Knowledge Economy: Knowledge-Based Exports from India.

6. **Inclusive Growth**

Meaning and Importance, Overview of Millennium Development Goals - Government Policy to Promote Human Development in India with reference to Education, Health and Family Welfare - National Population Policy 2000.

(15 Lectures)

References:

Datt R. & K.P.M. Sundaram, Indian Economy, S.Chand & Co.

Dornbusch R. & S. Fischer, Economics, Tata McGraw Hill.

Dornbusch R. & S. Fischer, Macroeconomics, Tata McGraw Hill.

Economic & Political Weekly: Various Issues.

Mishra S.K. & V.K. Puri, Macroeconomics, Himalaya Publishing House.

Nagesh Kumar & K.J. Joseph (ed.) International Competitiveness & Knowledge - based Industries in India, Oxford University Press, 2007.

Prasad C.S., Mathur V. & Chaterjee A, 60 Years of Indian Economy 1947-2007 Vol. I & II., New Century Publications, New Delhi,

World Bank, Building Knowledge Economies: Advanced Strategies for Development, 2007

World Development Report: Various Issues

Pattern of Question Paper
SY B.Com
Business Economics Paper – II

TIME 2 HRS.

MARKS: 50

SECOND TERM EXAM

1 Question Paper will be SIX questions in all

2 Question No 1 is COMPULSORY and the students can attempt ANY THREE Questons from the remaining.

3 Question No 1 is for 14 marks which will consist of objective Questions

4 Questions 2-5 will be core questions from Module IV,V and VI for 12 marks each ; they may be split into A and B Sub-questions.

5 Minimum TWO Case Studies will be asked in B Part of Questions 2-5

6 Question 6 will be on explanatory note. Any Two out of Four to be attempted.

One explanatory note from each Module IV, V and VI and fourth one from any of the LAST three modules may be asked.

Pattern of Question Paper

SY B.Com
Business Economics Paper – II

FIRST TERM EXAM | **TIME 2 HRS.**

MARKS: 50

Note: 1) Question No 1 is COMPULSORY and the students can attempt ANY THREE Questions from the remaining.
2) Figures to the right indicate full marks.
3) Draw neat Diagrams wherever necessary.

Q1 (08)
A)
(06)
B)

Q2 A) (06)
B) (06)

Q3 Explain the following:
A) (06)
B) (06)

Q4 A) (06)
B) (06)

Q5 A) (06)
B) (06)

Q6 Write explanatory notes **(Any two)** (06+06=12)
A.
B..
C.
D.

Pattern of Question Paper
FY B.Com and SY B.Com
Business Economics Paper –I and II

MARKS: 100 **ATKT AND REPEATERS EXAMS** **TIME 3 HRS.**

Note: 1) Question No 1 and 6 are COMPULSORY and the students can attempt ANY TWO Questions from each section.
2) Figures to the right indicate full marks.
3) Draw neat Diagrams wherever necessary.

SECTION-I

Q1 A) (10)
B) (08)

Q2 A) (08)
B) (08)

Q3 Explain the following:
A) (08)
B) (08)

Q4 A) (08)
B) (08

Q5 Write explanatory notes (**Any two**) (08+08=16)
A.
B.
C.
D.

SECTION-II

Q6 A) (10)
B) (08)

Q7 A) (08)
B) (08)

Q8 Explain the following:
A) (08)
B) (08)

Q9 A) (08)
B) (08)

Q10 Write explanatory notes (**Any two**) (08+08=16)
A.
B.
C.
D.

Enclosure to Item No. 4.9
Appendix-'C' 2?.2.08

UNIVERSITY OF MUMBAI

Revised Syllabus
For
T.Y.B.Com.

Business Economics
(Paper-III)

(With effect from the academic year 2010-2011)

SYLLABUS

T.Y.B.COM.

BUSINESS ECONOMICS PAPER – III

(WITH EFFECT FROM ACADEMIC YEAR 2010-11)

The objective of this paper is to familiarize the students with the various aspects of Banking, Growth and Structure of Banking, Financial Markets, Public Finance, International Trade and WTO and Exchange Rate Determination

SECTION – I

MODULE: 1 - COMMERCIAL BANKING

A) Commercial Banking-Assets and Liabilities of Commercial Banks – Trade – off between Liquidity and Profitability.

B) Banking Sector Reforms: Measures, Performance with respect to Public, New Private and Foreign Banks in the Post Reforms Period-New Technology in Banking in India.

(15 Lectures)

MODULE: 2- CENTRAL BANKING

Changing Trends in Monetary Policy in India- RBI's Short Term Liquidity Management – Role and Performance of Micro Finance, Self Help Groups and Composite Credit.

(15 Lectures)

MODULE: 3 - FINANCIAL MARKETS

A) Money Market: Components and Features of Indian Money Market – Money Market Reforms in India.

B) Capital Market: Significance in Economic Development –Capital Market Reforms - Role of SEBI- Role and Importance of Mutual Funds, Equity Market, Forward, Future and Commodity Market.

(15 Lectures)

SECTION – II

MODULE: 4 - PUBLIC FINANCE

Changing trends in Tax and Non-Tax in India - Public Expenditure: Classification of Public Expenditure, Causes for Increase in Public Expenditure in India – Public Debt: Meaning and Classification –Burden of Internal and External Debt - Concepts of Deficits: Revenue, Budgetary, Fiscal & Primary Deficits –FRBM Act

(15 Lectures)

MODULE: 5 - INTERNATIONAL TRADE AND WTO

Gains from International Trade - Balance of Trade and Payments –Causes of Dis-equilibrium in BOP – Measures to Correct Disequilibrium in BOP- Emerging Trends in India's BOP position since 1991-WTO : Functions and Agreements with reference to TRIPS, TRIMS & GATS.

(15 Lectures)

MODULE: 6-EXCHANGE RATE DETERMINATION

Exchange Rate Determination – Purchasing Power Parity Theory- Foreign Exchange Market–Functions and Dealers- Spot and Forward Exchange Rates-RBI's Intervention and Foreign Exchange Rate Management

(15 Lectures)

Selective References: -

1 L M Bhole -Financial Institutions and Markets-
Tata Mc Graw Hill Publishing Company –New Delhi

2 Pratap G Subramanyam -Invest Banking An Odyssey in High Finance
Tata Mc Graw Hill Publishing Company –New Delhi

3 R G Lipsey and K A Chrystal -Principles of Economics-
Oxford University Press

4 Mishra and Puri -Indian Economics
Himalayan Publishing House. Latest Edition

5 Salvatore, Dominick -International Economics
John Wiley & Sons Singapore

6 Uma Kapila- Series on Indian Economy since Independence
Academic Foundation, Latest Edition

7 Dorndusch.R & Fisher -Macroeconomics
Mc Graw Hill New York, Latest Edition

8 Sayers R S - Modern Banking
Oxford University Press, New Delhi

9 De Kock M H - Central Banking
Staples Press London

10 H L Abuja - Macroeconomics for Business and Management.
Sultan Chand and Company New Delhi

11 Datt R and Sundaram-Indian Economy
Sultan Chand and Company New Delhi Latest Edition

12 Musgrave R A & Musgrave P G -Public Finance in Theory and Practice
Mcgraw Hill Tokyo Latest Edition

13 Latest Annual Economics Surveys, RBI Staff Papers,Monthly Issues of CMIe,
Economic Journals and reports.

14 Government of India. Economic Survey (Latest)

15 Government of India. Five Year Plan (Latest)

16 Government of India. Finance Commission Report (Latest)

Pattern of Question Paper

TY B.Com
Business Economics Paper –III

MARKS: 100 TIME 3 HRS.

Note: i) Attempt any **Five** questions by selecting **Minimum TWO** Questions from each section

2) Figures to the right indicate full marks.

Section – I

Q1 A) (10)
B) (10)

Q2 " "-Explain. (20)

Q3 Explain the following:
A) (10)
B) (10)

Q4 Write explanatory notes **(Any two)** (10+10=20)
A.
B..
C.
D.

Section – II

Q5 A) (10)
B) (10)

Q6 Explain the following:
A) (10)
B) (10)

Q7 " "-Explain. (20)

Q8 Write explanatory notes **(Any two)** (10+10=20)
A.
B..
C.
D.

4