

CIRCULAR:-

A reference is invited to the Ordinance, Regulations and syllabi relating to the B.A. degree course vide Pamphlet No.140 and the Principals of the affiliated colleges in Arts and the Professor-cum- Director, Institute of Distance Education are hereby informed that the recommendation made by the Board of Studies in Economics at its meeting held on 16th July, 2008 has been accepted by the Academic Council at its meeting held on 8th August, 2008 vide item No. 4.4 and that, in accordance therewith, the revised syllabus in the subject of Economics(Applied Component) at S.Y.B.A. examination is as per Appendix and that the same has been brought into force with effect from the academic year 2009-2010.

MUMBAI-400 032
18th September, 2008

(PRIN. K. VENKATARAMAN)
REGISTRAR

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

A.C./4.4/8/08/2008

No. UG/423-A of 2008, MUMBAI-400 032 18th September, 2008

Copy forwarded with compliments for information to :-

- 1) The Dean, Faculty of Arts.
- 2) The Chairman, Board of Studies in Economics.
- 3) The Controller of Examinations.
- 4) The Co-Ordinator, University Computerization Center.

(D. K. KATE)
DEPUTY REGISTRAR
(I.C.P.G. Section)

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar Eligibility and Migration Section, the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative, 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, Enrollment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyannagar, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO), The Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that no Separate Action Taken Report will be sent in this connection. The Assistant Registrar Constituent Colleges Unit (3 copies), BUCT (1 copy), the Deputy Account, Unit V (1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent, Post-Graduate Section (2 copies), the Superintendent, Thesis Section (2 copies)

08/08/08

UNIVERSITY OF MUMBAI



**REVISED SYLLABUS
IN THE SUBJECT OF
ECONOMICS
AT S.Y.B.A.
(APPLIED COMPONENT)**

(with effect from the academic year 2009-2010.)

S.Y.B.A.
ECONOMICS.
APPLIED COMPONENTS (REVISED SYLLABUS)
(To be implemented from the academic year 2009-10).

- [1] Investment Analysis.
- [2] Demography (in place of Population Studies).
- [3] Market Research Techniques
- [4] Elementary Quantitative Techniques.
- [5] Entrepreneurial Development.

100
(Theory 80 marks; ~~Project or practical 20 marks~~)

Each paper is divided into two sections - section one and section two. Each section carries 40 marks. Section one is to be taught in the first term and section two is to be taught in the second term.

[1] INVESTMENT ANALYSIS.

PREAMBLE: The paper deals with the institutions associated with and the instruments of investment. Apart from the study of investment theories, techniques of fundamental and technical analysis have been incorporated to help students understand the basics of investment selection. Elementary mathematical and statistical techniques are expected to be used in the teaching of these tools of investment analysis.

Section - I.

1. Introduction: [15 lectures]
Objectives of Investor - Characteristics of Investment: risk, return, safety, liquidity, tax shelter, etc. - Non-marketable financial assets: Deposits with Banks, Instruments of Post offices, etc. - Marketable financial assets: Money Market Instruments - Bonds or Fixed Income Securities - Equity Shares - Mutual Fund Schemes - Financial Derivatives.
2. Securities Market: [15lectures]
Primary Market and its functions - Secondary Market: its functions and Operations - Securities and Exchange Board of India: Objectives, Powers and Functions.
3. Securities Market Analysis: [15 lectures]
Analysis of securities - analysis of market - Valuation - Theoretical Framework - Schematic Presentation of Theory - investment and time value of money -Discounted Cash Flows- present value method.

Section - II.

4. Theories of Investment Analysis: [15 lectures]
Efficient Market Concept - Efficient Market Hypothesis - Random Walk Theory - Portfolio Theory: Portfolio return , risk , diversification and optimal portfolio - the Single Index Model- Capital Asset Pricing Theory.
5. Fundamental Analysis: [15 lectures]
What is fundamental analysis? - Macroeconomic analysis - industry analysis - company analysis - estimation of intrinsic value.
6. Technical Analysis of the Market: [15lectures]
What is technical analysis? - Tools of technical analysis -Principles of Technical analysis - Charts and Trend lines - Moving Averages - Advantages of Moving Averages.

FERERENCES:

1. Avadhani, V. A. (2007), Investment and Securities Markets in India, Himalaya Publishing House, Mumbai.
2. Bhalla V. K. (1983), Investment Management, Security Analysis and Portfolio Management, S. Chand, New Delhi.

3. Chandra, Prasanna (2005), Investment Analysis and Portfolio Management, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
4. Chandra, Prasanna (1993), Finance Sense, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
5. Hirschey, M. (2001), Investment Theory and Applications, Harcourt College Publisher, USA.

[2]: DEMOGRAPHY.

PREAMBLE: The modules incorporated in this paper educate the students about the inter-relationship between economic development and population along with an exposition of the established theories of population. Issues relating to demographic techniques and basic sources of demographic data in the Indian economy have also been included. Aspects of population policy and study of its social characteristics are other important components of the modules of this paper.

Section – I.

1: Introduction

(15 lectures)

Population study and demography : its relation with other disciplines : Theories of Population – Malthus, Optimum theory of population and theory of demographic transition; Historical evidence of population growth in development and developing countries with special reference to India.

2. Sources of Demographic Data in India

(15 lectures)

Sources of Demographic data in India : Census – Civil registration system and demographic surveys ; National Family Health Survey 1 and 2 – their relative merits and demerits.

3. Techniques of Analysis

(15 lectures)

Crude birth and death rates, age specific birth and death rates, standardized birth and death rates – Study of Fertility : Total fertility rate, gross reproduction rate and net reproduction rate – Study of marital status – Life table : meaning of its columns and its uses – Reproductive and child health in India – Temporal and spatial variation in sex ratios.

Section – II.

4. Nuptiality

(15 lectures)

Concept and analysis of marital status from census, Singulate mean of marriage, Synthetic and decade's synthetic chlonort methods, mean age at widowhood and divorce trends in age at marriage, Change in age pattern of marriage.

5. Population Projection

(15 lectures)

Techniques of population projection – Concept of stationary, stable and quasi-stationary population – Aging of population in India – Changes in family structure and old age security.

6. Population Policy

(15 lectures)

Salient features of Population Censuses of 1971, 1981, 1991 and 2001 ; Evolution of population policy in India, Shift in policy focus from population control to family welfare and to women empowerment, Demographic status and household behaviour – Education, Women's autonomy and fertility – Population, health, poverty and environment linkage in India; The New Population Policy and its implementation.

REFERENCES:

1. Agarwal S. N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.
2. Agarwal U. D. (1999), Population Projections and Their Accuracy, B. F. Publishing Corporation, New Delhi.

3. Bhende A. A. and T. R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
4. Bose A. (1996), India's Basic Demographic Statistics, B. R. Publishing Corporation, New Delhi.
5. Government of India (Various Reports) Census of India, New Delhi.
6. Choubey P. K. (2000), Population Policy in India, Kanishka Publications, New Delhi.
7. Misra B. D. (1980), An Introduction to the Study of Population, South Asian Publishers, New Delhi.
8. Srinivasan K. (Ed.) (1999), Population Policy and Reproductive Health, Hindustan Publishing Corporation, New Delhi.
9. Buvinic M. and M. A. Lycette, (1989), 'Women, Poverty and Development in the Third World.' In Lewis J. P.(Ed.) Strengthening the Poor : What Have We Learnt, OECD, Paris.
10. Government of India (1974), 'Towards Equality' – Report of the Committee on the Status of Women in India, Department of Social Welfare, Ministry of Education and Social Welfare, New Delhi.
11. Gulati S. C. (1988), Fertility in India : An Econometric Analysis of a Metropolis, Sage Publications, New Delhi.
12. Gupta J. A. (2000), New Reproductive Technologies : Women's Health and Autonomy, Indo-Dutch Studies on Development Alternatives, Sage Publications, New Delhi.
13. Krishnaji M., R. M. Sudrashan and A. Shariff (1999), Gender Population and Development, Oxford University Press, New Delhi.
14. Srinivasan K. (1998), Basic Demographic Techniques and Applications, Sage Publications, New Delhi.

[3]. MARKET RESEARCH TECHNIQUES.

PREAMBLE: The course aims at introducing the students to the nature of marketing research and its uses. Since the focus is on techniques, it is expected that the students have an exposure to construction of simple questionnaires and conducting of simple survey interviews. Students are expected to undertake a group project involving its formulation and data collection. Case studies are to be used in teaching.

Section - I.

1. What is market research? Market research and marketing information systems. The organisation of marketing research function. Evolution of market research. [11 lectures]
2. The research process and design, its nature and applications. Steps in research design process. Issues in market research - methodological and ethical. [11 lectures]
3. The sources of research data. Secondary data, its nature, sources and examples of its applications. Survey research, its nature and the criteria for the selection of a survey method. Use of panels. Interviewing for surveys. [11 lectures]
4. Sampling. Overview of the sampling process. Census vs. sample. Sampling methods. Selection of a sample in practice. Size of a sample, validity and reliability. [12 lectures]

Section - II.

5. Measurement and research. Concept of measurement. Scales of measurement and their uses. Attitude and rating scales. Kinds of opinion polls. [11 lectures]
6. Questionnaire design. The nature and purpose of the questionnaire. Decisions regarding question content, phrasing, response format and sequence. The pre-test, its role and use. [11 lectures]
7. Qualitative techniques. Observation and in-depth interviews. Overview of projective techniques. [11 lectures]
8. Some Data Analysis Techniques like Regression Analysis, Factor Analysis, Discriminant Analysis. Applications of Market Research. [12 lectures]

References

1. Paul Green, Donald Tull and Gerald Albaum, *Research for Marketing Decisions*, Prentice-Hall of India, New Delhi, 2003.
2. David Luck, Hugh Wales, Donald Taylor and Ronald Rubin, *Marketing Research*. Prentice-Hall of India, New Delhi, 2003.
3. Seymour Sudman and Edward Blair, *Marketing Research - A Problem Solving Approach*, Boston: McGraw-Hill, 1998.

14] ELEMENTARY QUANTITATIVE TECHNIQUES.

PREAMBLE: The paper is divided into two sections: statistical quantitative techniques and mathematical quantitative techniques. The emphasis is on applications of the techniques and not on rigour in the derivation of results.

Section – I.

1. Tabulation and Diagrammatic/ Graphic Representation of Data
Primary and secondary data. Frequency distributions – grouped and ungrouped. Histograms and frequency polygons. Bar diagrams.
[11 lectures]
2. Measures of Central Tendency and Dispersion
Mean, median, mode, geometric mean, and weighted average. Quartiles, deciles and percentiles. Range, inter-quartile range, standard deviation, relative measures of dispersion, coefficient of variation. Concepts of kurtosis and skewness.
[11 lectures]
3. Bivariate linear correlation and regression
Karl Pearson's correlation coefficient. Regression lines. Relationship between correlation and regression.
[11 lectures]
4. Probability and Distributions of Random Variables
Concept of probability and random variable. Theorems of additive and multiplicative probability. Binomial distribution. Normal distribution.
[12 lectures]

Section – II.

1. Matrix Algebra
Definition of a matrix. Types of matrices. Simple algebraic operations on matrices. Inverse of a matrix.
[11 lectures]
2. Linear Programming and Input-Output Analysis
Graphical method. Dual of a linear program. Input-output model – static model.
[11 lectures]
3. Elementary Calculus
Functions, limits and derivatives. Simple rules of differentiation.
[11 lectures]
4. Optimisation
Unconstrained optimisation – first and second order conditions. Constrained optimisation with equality constraints – interpretation of Lagrange multipliers.
[12 lectures]

References

1. Richard I. Levine, *Statistics for Management*, New Delhi: Prentice-Hall of India.
2. Chris Birchenhall and Paul Grout, *Mathematics for Modern Economists*, New Delhi: Heritage Publishers, 1985.
3. Carl P. Simon and Lawrence Blume, *Mathematics for Economists*, Mumbai: Viva Books.
4. Knut Sydsaeter and Peter J. Hammond, *Mathematics for Economic Analysis*, Delhi: Pearson-Education, 2007.

[5]: ENTREPRENEURIAL DEVELOPMENT.

Preamble: This paper is revised keeping in view opportunities offered by Globalisation and the enormous potential of entrepreneurial capacities in the students; envisaging the future needs of the economy.

Section - I.

I Entrepreneurship and its Theories:

Definition of an entrepreneur, competencies, Theories of entrepreneurship. (Richard Cantillon's Theory of Risk Bearing, Knight's theory of Uncertainty, Schumpeter's Theory of Innovation, Peter Drucker Theory of Opportunity, David McClelland's Theory of achievement).

[15 lectures]

II Dimensions of Entrepreneurial Development:

Factors influencing entrepreneurship (Economic, Non-economic & Govt. Action), Growth strategies (Expansion, Diversification, Merger, Subcontracting and Joint venture). Entrepreneurship and economic development.

[15 lectures]

III Entrepreneurial Development Program:

Need for training and development programs in India, Institutional support to Entrepreneurs (NSIC, SIDO, SSIB, SSIDC, DIC, Industrial Estates, Technical Consultancy Organizations).

[15 lectures]

Section - II

IV Introduction to Legal framework for entrepreneurs:

Factories Act, Employees Provident Fund Act, ESI Act, industrial Dispute Act, Payment of wages Act, Minimum Wages Act, Payment of Bonus Act, Workmen's Compensation Act, Payment of Gratuity Act, Trade Union's Act, Maternity Benefits Act, Intellectual Property Rights, Copy Rights and Trade Marks.

[15 lectures]

V Project Management:

Project Identification, Project Selection, Project Formulation, Project Report, Project Appraisal (Economic Analysis, Financial Analysis, Market Analysis, Technical Feasibility).

[10 lectures]

VI Women Entrepreneurship:

Concept, Growth, Functions, Challenges and prospects of women entrepreneurship.

[10 lectures]

VII Problems, and opportunities for Entrepreneurship in Globalization:

Personal, Managerial, Financial, Marketing, External Problems; Sickness, Survival and Failure of Entrepreneurs; E-business, Growth of Service Sector in India & Entrepreneurial Development.

[10 lectures]