

## As Per NEP 2020

# University of Mumbai



| <b>Syllabus for<br/>Basket of OE</b>                   |                      |
|--|----------------------|
| <b>Board of Studies in Business Economics</b>          |                      |
| <b>UG First Year Programme</b>                         |                      |
| <b>Semester - I</b>                                    | <b>A Semester- I</b> |
| <b>Title of Paper</b>                                  | <b>Credits 2/ 4</b>  |
| <b>I) Business Economics for Banking and Insurance</b> | <b>2</b>             |
| <b>II)</b>   | <b>2</b>             |
| <b>III)</b>  | <b>2</b>             |
| <b>From the Academic Year</b>                          | <b>2024- 2025</b>    |

# OPEN ELECTIVE – I

**Programme Name: B. Com. (Business Economics)**

**Course Name: Business Economics for Banking and Insurance**

**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 make students understand the basic concepts of Business economics.
- To make Students to identify the relevance of Business Economics in banking and insurance sectors.
- To make the learners able to analyze and apply the knowledge of Business Economics in the field of Banking and Insurance

## Course Outcome:

CO1: Understand the basic concepts of Business economics.

CO2: Identify the relevance of Business Economics in Banking and Insurance sectors.

CO3: Analyze and apply the knowledge of Business Economics in the field of Banking and Insurance.

| <b>Modules</b>                          | <b>Units</b>  | <b>Lecture Hours</b> |
|---|---|----------------------|
| 1: Basic Concepts of Business Economics | Business Economics; Meaning and Scope- Basics of Demand, Supply and Market Equilibrium, its application in Banking and Insurance sector | 15                   |
|   | Basics of Price Elasticity, Income Elasticity, Cross Elasticity, Promotional Elasticity and its Practical application                   |                      |
|   | Demand Forecasting; Meaning, Methods,   |                      |

|  |   |    |
|--|---|----|
|  | Significance and its practical application in Banking and Insurance sector  |    |
| 2:<br>Fundamentals of different market structure and Basics of Revenue and Cost concepts | <p>Understanding of market structure; Features and limitations of Perfect competition, Monopoly, Monopolistic competition and Oligopoly</p> <p>Cost Analysis – Cost Concepts, Short Run and, Long Run Costs, Break Even Analysis.</p> <p>Revenue Concepts – TR, AR and MR under Perfect Competition and Imperfect Competition.</p> <p><b>(Numerical problem-solving method and case study approach should be adopted wherever needed for both module 1 and 2 w.r.t. Banking and Insurance sector)</b></p> | 15 |

### Reference Books:

1. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
2. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
3. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
4. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
5. Hirchey .M., Managerial Economics, Thomson South western (2003)
6. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
7. Koutsiyannis, A., Modern Microeconomics, Macmillan Press Ltd (1998 Reprint). Varian, Micro-Economic Analysis (ed. 3), Norton, 1992.
8. Dean, Joel: Managerial Economics (Prentice Hall of India, N. Delhi, 2002)
9. Gupta, G.S.: Managerial Economics (Tata McGraw Hill, N. Delhi, 1997)

### INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

| <b>Continuous evaluation pattern</b> |   |                 |
|--------------------------------------|---|-----------------|
| 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        |
|                                      | <b>Take best of TWO out of THREE from above</b>                       | <b>20 Marks</b> |

### SEMESTER END EXAMINATION: 30 MARKS

| <b>Format of Question Paper</b>   |  |                  |
|---|--|------------------|
| <b>Time: 1 Hour</b>   |  | <b>Marks: 30</b> |
| Note: 1. Attempt any <b>Two</b> questions out of Three.<br>2. Figures to the right indicate full marks. |  |                  |
| <b>Q1</b>   | <b>Answer the following question (Any 1)</b>             | <b>10 Marks</b>  |
| <b>A.</b>   |  |                  |
| <b>B.</b>   |  |                  |
| <b>Q2</b>   | <b>Answer the following question (Any 1)</b>             | <b>10 Marks</b>  |
| <b>A.</b>   |  |                  |
| <b>B.</b>   |  |                  |
| <b>Q2</b>   | <b>Write Short Notes (Any 2 out of 3) (5 Marks Each)</b> | <b>10 Marks</b>  |
| <b>A.</b>   |  |                  |
| <b>B.</b>   |  |                  |
| <b>C.</b>   |  |                  |

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