

**SYLLABUS FOR F.Y. B.Com-BUSINESS ECONOMICS (MICRO)**  
**(W.E. FROM JUNE, 2019)**  
**Academic Year 2019-2020**

**Class : F.Y. B.Com.**  
**Paper Code :**  
**Paper : Title of Paper : Business Economics (Micro)**  
**Credit : 4 No. of lectures : 48**

**A) Learning Objectives:**

1. To stimulate the student interest by showing the relevance and use of various economic theories.
2. To apply economic reasoning to problems of business.

**B) Learning Outcome:**

The main outcome of this course is to expose Students of Commerce to basic Micro Economic concepts and inculcate an analytical Approach to the subject matter.

**TOPICS/CONTENTS:**

**(Semester- I)**

**UNIT1: INTRODUCTION.**

**(16L)**

- 1.1 Meaning, Nature, Scope, importance and limitations of Business Economics- (Micro)
- 1.2 Difference between Micro and Macro Economics.
- 1.3 Tools for Analysis
  - a. Functional Relationships
  - b. Schedules
  - c. Graphs
  - d. Equations
- 1.4 Goals of firms
  - a) Economic Goals of Firms**
    1. Profit Maximization
    2. Shareholders Wealth Maximization
    3. Management Reward Maximization
    4. Growth of the firm
    5. Sales maximization
    6. Long run survival
  - b) Non-Economic goals**
    1. Political power, Prestige
    2. Social responsibility and welfare
    3. Goodwill of employees

**UNIT2: DEMAND ANALYSIS**

**(16L)**

- 2.1 Demand- Concept, Types, The law of demand and determinants of demand
- 2.2 Elasticity of Demand- Concept, Types and its measurements
- 2.3 Consumer Behavior
  - a) Utility- Meaning, Concept, Features and The law of diminishing Marginal Utility
  - b) Indifference Curve Analysis: Concept, Characteristics and Consumer Equilibrium
- 2.4 Demand Estimation and Forecasting
  - a) Meaning and objectives of Demand Forecasting
  - b) Methods of Demand Forecasting:**
    - i) Descriptive Analysis of

- a) Direct Methods:
  - 1) Consumer Survey
  - 2) Expert opinion
  - 3) Simulating market situation
  - 4) Controlled Market Experiments
- b) Indirect Methods
  - 1) Simple correlation
  - 2) Trend Projections

### **UNIT3: PRODUCTION AND COST ANALYSIS**

**(16L)**

- 3.1 Production Function – Meaning
- 3.2 Law of Variable Proportions - The Three Stages
- 3.3 Law of Returns to Scale - The Three Stages
- 3.4 Economies and Diseconomies of Scale – Internal and External
- 3.5 Cost Analysis:
  - a) Types of Costs:**
    - 1) Total cost
    - 2) Average Cost
    - 3) Marginal Cost
    - 4) Opportunity cost
    - 5) Economic Cost
    - 6) Accounting Cost
  - b) Behavior of Cost Curves:**
    - 1) In the Short Run
    - 2) In the Long Run

### **(Semester- II)**

### **Unit 4 REVENUE BEHAVIOUR**

**(8L)**

- 4.1 Revenue Concepts-Meaning, Concepts and Importance
- 4.2 Relationship between Total Revenue, Average Revenue and Marginal Revenue
- 4.3 Concept of Break Even Point

### **Unit 5 PRICING UNDER VARIOUS MARKET CONDITIONS**

**(20L)**

- 5.1 Perfect Competition – Features and equilibrium
- 5.2 Monopoly – Features and equilibrium, Price Discrimination
- 5.3 Monopolistic competition - Features and equilibrium
- 5.4 Oligopoly – Concept, Features
- 5.5 Duopoly- Concept, Features

### **Unit 6 FACTOR PRICING**

**(20L)**

- 6.1. Classification and Features of Factors of Production
- 6.2 Rent
  - a) Theories of Rent
    - i) Ricardian Theory of Rent
    - ii) Modern Theory of Rent
- 6.3 WAGES -
  - i) Backward sloping Supply curve of Labour.
  - ii) Concept of Collective Bargaining
- 6.4 INTEREST -
  - a) Theories of Interest –
    - i) Loanable Fund Theory of Interest

ii) Keynes Liquidity Preference Theory of Interest

#### 6.5 PROFIT -

a) Theories of Profit –

i) Risk and Uncertainty Theory of Profit

ii) Innovation Theory of Profit

iii) Dynamic Theory of Profit

#### References:

1. Goon A. M., Gupta M. K., Das Gupta B. (1999): Fundamentals of Statistics, Vol.II, World Press, Calcutta.
2. Gupta and Kapoor : Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.
3. Sarma K. V. S. (2001) Statistics made it simple: Do it yourself on PC. Prentice Hall of India, New Delhi.
4. Gupta and Kapoor : Fundamentals of Applied Statistics, Sultan Chand and Sons, New Delhi.
5. B. L. Agarwal : Programmed Statistics, New Age International Publishers, New Delhi.

## Syllabus for F.Y.B.Com. (w.e. from June, 2019)

### Academic Year 2019-2020

Class : F.Y.B.Com.

Paper Code:

Paper : Semester I  
Credit : 4

Title of Paper: Fundamentals of Banking-I  
No. of lectures: 48

#### A) Learning Objectives:

1. Acquainting the students with the Fundamental Principles of Banking.
2. Making give thorough about the basic operations of banks.
3. Giving firsthand experience to students about the latest trends in banking.
4. Preparing the foundation of understanding about the most important trends in Indian Banking System.

#### B) Learning Outcome:

The main outcome of the syllabus would be the understanding of basic banking operations and principles of banking.

#### TOPICS/CONTENTS:

Sr.No.	Topic	No. of Lectures
<b>1</b>	<b>Evolution of Banking In India</b>	<b>10</b>
1.1	Origin of Banking	
1.2	Evolution of Banking in British Period ( Till 1947)	
1.3	Evolution of Banking After Independence (1947-2018)	
1.4	Structure of Indian Banking System	
<b>2</b>	<b>Fundamental Operations of Banks</b>	<b>16</b>
2.1	Functions of Banks- Primary and Secondary	
2.2	Types of Account Holders	
2.3	Opening and Operating of Banking Accounts	
2.4	Transfer and Closure of Accounts	
<b>3</b>	<b>Principles of lending, Credit Creation and Balance sheet of a Bank</b>	<b>16</b>
3.1	Principles of Lending	
3.2	Multiple Credit Creation- Principles, Process and Limitations	
3.3	Balance sheet of a Commercial Bank	
<b>4.</b>	<b>Methods of Remittances</b>	<b>6</b>
4.1	Traditional Instruments- Drafts, Cheques and Truncation	
4.2	Modern Methods- RTGS, NEFT, Payment Gateway, IMPS, UPI	
4.3	International Remittances- SWIFT	
	<b>Total Lectures</b>	<b>48</b>
<b>Semester II</b>		
<b>5.</b>	<b>Negotiable Instruments</b>	
5.1	Definition and Characteristics of Negotiable Instruments	12
5.2	Bills of Exchange	

5.3	Promissory Notes	
5.4	Cheques- Types of Cheques, Crossing of Cheques	
5.5	Endorsement- Meaning and Types	
<b>6.</b>	<b>Technology in Banking</b>	<b>12</b>
6.1	Need and Importance of Technology in Banking	
6.2	Core Banking Solutions	
6.3	Technological Innovations in Banking	
6.4	Universal Banking	
<b>7.</b>	<b>Indian Banking in Global Perspective</b>	<b>12</b>
7.1	Comparison of Indian Banks with Topmost Banks in World - Deposit/GDP Ratio, Savings/GDP Ratio, Interest Rates etc.	
7.2	Basel Norms and Indian Banking and	
<b>8.</b>	<b>Review of Monetary Policy of RBI in Preceding Year Annual Report of RBI in Preceding Year</b>	<b>12</b>
	Note: The syllabi of this chapter will change every year automatically.	
	<b>Total Lectures</b>	<b>48</b>

#### References:

Sr.No.	Name of the Book	Author	Publisher
1	Indian Financial System	Bharati Pathak	Pearson
2	Indian Banking	S Natrajan Dr. R. Parameswaran	S. Chand
3	Know Your Banking	Indian Institute of Banking and Finance	Indian Institute of Banking and Finance
4	RBI Annual Report	RBI	RBI
		<a href="http://www.rbi.org">www.rbi.org</a>	
5	World Bank	<a href="http://www.worldbank.org">www.worldbank.org</a>	