

ok

ANNEXURE

**University College of Commerce and
Management Studies
Mohanlal Sukhadia University, Udaipur**



Syllabus and Examination Scheme
of
Bachelor of Commerce (B.Com.)
Three Year Degree Programme
(Annual System)

With Effect from July 1, 2021

(Approved in Faculty Meeting on June 28, 2021 and in academic council on
June ,2021)

[Signature]
28.6.21
DEAN
University College of Commerce
& Management Studies
Mohan Lal Sukhadia University
UDAIPUR

[Signature]
28/6

[Signature]
28/6/2021

[Signature]
28/6/21

BACHELOR OF COMMERCE (B.Com.)

1. Eligibility for Admission

A candidate passing Senior Higher Secondary Examination of Board of Secondary Education, Rajasthan or an examination recognized as equivalent there to and securing 45% and more marks in the aggregate shall be eligible for admission to B.Com. First Year.

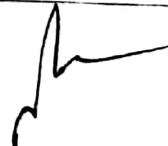
2. Course of Study

Bachelor of Commerce shall be three year (B.Com. First Year, Second Year, and Third Year) annual integrated programme. Structure of course of study is given in the following table:

S. No.	Nomenclature of Course	Paper Code	Page No.
B.Com. First Year			
1.	General English	1704	3
2.	Environment Studies	1209	5
3.	Financial Accounting	1802	8
4.	Business Statistics	1803	10
5.	Principles of Business Management	1821	12
6.	Business Regulatory Framework	1822	14
7.	Economic Environment in India	1842	16
8.	Business Economics	1843	18
B.Com. Second Year			
9.	Auditing	2801	20
10.	Corporate Accounting	2802	22
11.	Cost Accounting	2803	24
12.	Company Law and Secretarial Practice	2821	26
13.	Marketing Management	2822	28
14.	Indian Financial System	2842	30
15.	Banking Law and Practice	2843	32
16.	Elementary Computer Applications	1207	34
17.	General Hindi	1705	36
B.Com. Third Year			
18.	Management Accounting	3801	38
19.	Income Tax	3802	40
20.	Goods and Services Tax	3803	42
21.	Human Resource Management	3821	44
22.	Business Communication and Soft Skills Or Fundamentals of Entrepreneurship	3822-A 3822-B	45 47
23.	Financial Management	3841	49
24.	International Trade and Finance	3842	51


DEAN
University College of Commerce
& Management Studies
Mohar Lal Sukhadia University
UDAIPUR


28/6



Page | 1


28/6/24

3. Attendance

A candidate shall be required to attend minimum 75% of the classes held in each paper including tutorial and practical, if any. A candidate failing to satisfy the above mentioned requirement of attendance in one or more papers shall be detained from appearing at the main examination. For students participating in sports/cultural event / NCC camps during a particular year, the maximum number of days of absence shall not exceed 8 days. Any waiver in this context shall be on the recommendation of the Dean – Students Welfare and the student will be required to apply in advance for the leave to the Dean.

4. Medium

Medium of instruction and examination shall be both Hindi and English.

5. Scheme of Examination

Each Paper shall have maximum marks as 100, to be evaluated externally at the end of the each year.

External Examination Scheme: For a question paper carrying maximum 100 marks, the structure will be as follows: The first section, SECTION- A, carrying maximum 20 marks will have 10 short answer type (not exceeding 50 words each) questions. Each question will carry 2 marks. The second section, SECTION-B, carrying maximum 50 mark will have 10 medium answer type questions covering five units (which requires answers not exceeding 250 words), two from each unit. Out of which one from each unit are to be attempted. Each question will carry 10 marks. The third section, SECTION- C, carrying maximum 20 marks will have 5 questions (which require answers not exceeding 300 words), one from each unit out of which 2 questions are to be attempted. Each question will carry 15 marks. The duration of main examination shall be three hours.


6. Use of Calculators

Candidates shall be permitted to use non-scientific battery operated noiseless and cordless 12 digits calculators during examination.

7. Result

At the end of final examination, the candidate eligible for the award of Bachelor of Commerce Degree shall be classified on the basis of the marks obtained in the first, second, third year examinations taken together, as follows:

- a. First Division: 60% or more marks.
- b. Second Division: 48% or more but less than 60% marks.
- c. Third Division: 36% or more marks but less than 48% marks.


DEAN
University College of Commerce
& Management Studies
Mohen Lal Sukhadia University
UDAIPUR


28/6




8/6/21

12

**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

COURSE TITLE: GENERAL ENGLISH
(Common for Science, Social Sciences and Humanities & Commerce Faculties 2020)

COURSE CODE: 1704

Objective:

- To introduce the students to the conceptual framework of English language.
- To enable students to comprehend, and apply the knowledge of grammar, to analyse and synthesize various components of language in a given context.

Pattern of Question Paper:

M. M. 50

The pattern of question paper will be as follows:

100 Multiple choice questions, each question carrying half mark.

Course Contents

Unit – I

10 Marks

The Many Worlds of Literature edited by Jasbir Jain, Macmillan India

Unit – II

10 Marks

R. K. Narayan, *Swami and Friends*

Unit – III

10 Marks

(a) Use of Tenses

(b) Modal Auxiliaries

(c) Phrasal Verbs

Unit – III

10 Marks

(a) Clause (Nominal, Adjectival, Adverbial)

(b) Use of Non-finite verbs (Gerunds, Participles and infinitives)

Unit – IV

10 Marks

Two Unseen Comprehension passages


28/6



Page 13


28/6/21

Suggested Readings:

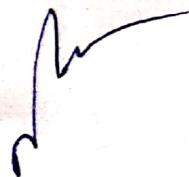
1. Allen, S., *Living English Structure*. Pearson India, 2009.
2. Bright, J.S., *Improve Your Idioms and Phrases*. Goodwill Publishing House, 2013.
3. Wood, Frederick T., *A Remedial English Grammar for Foreign Students*. OUP, 1969.

Course Outcomes

- Gaining efficiency in reading, comprehending, and writing skills in English.
- Proficiency in grammar

Helpstudentpoint.com


28/6/21



Page | 4

28/6/21

**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

**COURSE TITLE: ENVIRONMENTAL STUDIES
(Credit Courses)
(Compulsory For All Streams At Under Graduate Level)**

COURSE CODE: 1209

Course Contents

Unit - I

The multidisciplinary Nature of Environmental Studies and Natural Resources Definition, scope and importance need for public awareness.

- (a) **Renewable and non-renewable resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
 - (b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
 - (c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - (d) **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - (e) **Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
 - (f) **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

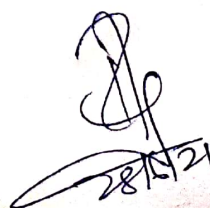
Unit - II

Ecosystem

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem


28/12




28/12/21

- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit – III

Biodiversity and Its Conservation

Introduction – Definition: genetic, species and ecosystem diversity

- Biogeographical classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit – IV

Environmental Pollution

Definition

- Causes, effects and control measures of:
 - a. Air pollution; b. Water pollution; c. Soil pollution d. Marine pollution; e. Noise pollution; f. Thermal pollution g. Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

Unit – V

Social Issues and the Environment

- From unsustainable to sustainable development


28/16




28/10/21

- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people: its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act
- Air (Prevention and Control of Pollution) Act
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

Suggested Readings:

1. Chaudhary B. L. and J. Pandey (2004): Environmental Studies (In Hindi and English both medium) Apex Publishing House, Udaipur.
2. Purohit S.S.Q.J. Shammi and A.K. Agarwal (2004): A Text Book of Environmental Sciences (In English), Student Edition, Jodhpur.

[Handwritten signature]
28/6

[Handwritten signature]

[Handwritten signature]
28/6/21

**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

COURSE TITLE: FINANCIAL ACCOUNTING

COURSE CODE: 1802

Objective: To develop accounting skills in the students in order to apply these skills in the real world of accounting.

Course Contents

Unit - I

Introduction of Accounting: Meaning, Objectives, Accounting Principles, Concept and Convention

Overview of Accounting Standards: Meaning, objectives and function of accounting standard board, Procedure for issue of accounting standards, Function of National Financial Reporting Authority, Elementary Knowledge of Accounting Standards (ASs), Indian Accounting Standards (IND-ASs) and International Financial Reporting standards (IFRS): applicability status and name only.

Valuation of Inventories (AS-2): Definition, Valuation of Inventories, Methods of Inventory valuation, Accounting and Disclosures.

Unit - II

Specific Accounting: Accounting for stock exchange broker, Farm accounting, Accounting for Local Self-Government, Accounts of doctors and solicitors, accounts of cooperative societies and accounting for hotels.

Leases (AS-19): Types of Leases, Accounting for finance lease (Books of Lessee and Lessor).

Unit - III

Departmental Accounting: Needs of Departmental Accounting, Departmental Accounting including Inter Departmental Transfer.


Branch Accounting: Objective of Branch Accounting, Types of Branches, Accounting for Dependent & Independent Branches including foreign branches.

Unit - IV

Insurance Claims: Determination of Insurance Claim for Loss of Stock (including abnormal goods), and Loss of Profit.

Payroll Accounting: Accounting for Employees' pay, Perquisites and Post retirement benefits.


28/6/21




28/6/21

Unit - V

Accounting for Investments (AS-13): Applicability and Scope, Classification of Investment, Cost of Investment, Carrying Amount of Investment, Investment Treatment on Disposal, Investment account: cum and Ex treatment, including columnar Investment account.

Hire Purchase Accounting: Introduction, Features of Hire Purchase, Important Terms, Accounting for High Value Goods and for Goods of Smaller Values.

Suggested Readings:

1. Agarwal A.N., Agarwal K.N., Higher Sciences of Accountancy: Kitab Mahal, Allahabad.
2. Compendium of Statement and Standards of Accounting, The Institute of Chartered Accountants of India, New Delhi.
3. Gupta, R.L. and Radhaswamy, M., Financial Accounting, Sultan Chand Sons, New Delhi.
4. Jain S.P., Narang K.L, Agrawal Simmi and Monika Sehgal, Advanced Accountancy Principles of Accounting including GST Volume-1, Kalyani Publishers, Ludhiana.
5. Monga, J.R., Ahuja Girish and Sehgal Ashok, Financial Accounting, S. Chand & Sons, New Delhi.
6. Rao, N.S., Heda, B.L. and Gupta S.L., Financial Accounting (Hindi), Apex Publishing House, Udaipur.
7. Shukla, M.C., Grewal, T.S. and Gupta, S.C., Advanced Accounts, S. Chand & Co., New Delhi.

Note:

1. At least 50% weightage shall be given in the examination for numerical problems.
2. If either new accounting standard (AS) or revision to AS are issued or the earlier ones are withdrawn up-to 30 June just preceding to academic session, the syllabus will accordingly include/exclude such new developments.

**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

COURSE TITLE: BUSINESS STATISTICS

COURSE CODE: 1803

Objective: To develop analytical and interpretations skills in students in order to apply statistical techniques in business world.

Course Contents

Unit - I

Introduction to Business Statistics: Origin and development, Meaning and Definition, Uses in Business, Distrust and limitations of statistics.

Collection of Data: Primary and Secondary Data, Classification, Frequency Distribution and Tabulation of Data, Data Measurement Scale: Nominal, Ordinal, Interval and Ratio.

Unit - II

Univariate Analysis

Measures of Dispersion: Meaning, Objectives, Types, Methods of Measuring Dispersion: Range, Inter-quartile range, Percentile range, Quartile Deviation, Mean Deviation, Standard Deviation, Lorenz Curve, Other Measures based on Standard Deviation, Mathematical properties of Standard deviation.

Measures of Skewness: Meaning, Frequency distribution, Test of Skewness, Methods of Measuring Skewness: Karl Pearson's Measure, Bowley's Measures and Kelly's Measures

Unit - III

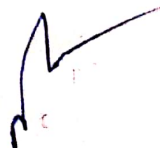
Bivariate Analysis (only Linear)

Correlation Analysis: Meaning, Types, Degree and Interpretation of coefficient of correlation, Methods: Graphic, Karl Pearson's Coefficient of correlation (both ungrouped and grouped), Spearman's Rank Difference, concurrent deviation, least square, Coefficient of Determination and Non-Determination, relationship between 'r' and 'r²', Probable Error, standard error, linear relationship.

Association of Attributes: Meaning, Terminologies, Types, Determination of unknown class frequency, Methods: Comparison of proportion, Yule's Coefficient of association, Probability based, Yule's Coefficient of colligation

Regression Analysis: Meaning, Utility, Types, Regression Lines, Methods of creating Regression line: Graphic and Algebraic, application in business, Standard Error of Estimate.


28/4




28/6/21

Unit - IV

Index Number: Meaning, Types and Uses, Methods of Constructing Index Numbers: General and consumer price index numbers and volume index number, Test of Adequacy, Base Shifting, Splicing and Deflating, Problems in Constructing Index number.

Time Series: Meaning, Importance, Components, Decomposition: Additive and Multiplicative Models, Measurement of Secular Trend, conversion of trend equation, and Measurement of Seasonal Variations.

Unit - V

Interpolation and Extrapolation: Definition, Uses, Assumptions, Methods: Graphic method, Binomial Expansion Method, Newton's Advancing Difference method, Newton's Divided Difference Method and Lagrange's Method.

Statistical Quality Control: Introduction and Meaning, Categories of Variations, Types of Statistical Quality control techniques, Control Charts for variables: Mean, Range and Standard deviation, Control charts for attributes: C-chart, p-chart and np-chart.

Suggested Readings:

1. Bhanawat Shurveer S., Business Statistics (English), R.B.D. Publication, Jaipur- New Delhi.
2. Bhanawat Shurveer S., Pipara Dilip and Vardia Shilpa: Business Statistics (Hindi). R.B.D. Publication, Jaipur- New Delhi.
3. Gupta, B.N. Statistics (Hindi), SBID Publication, Nai Sarak, Delhi.
4. Gupta, S.P.: Statistical Methods, Sultan Chand & Sons, New Delhi.
5. Gupta S.C. Fundamentals of Statistics, Himalaya Publishing House, Mumbai.
6. Hooda, R.P., Statistics for Business and Economics; Macmillan, New Delhi.
7. Lewin and Rubin, Statistics for Management. Prentice Hall of India New Delhi.
8. Rao, N.S., Suthar, S.P. and Gupta S.L., Business Statistics (Hindi), Apex Publishing House, Udaipur.
9. Sancheti D.C., Kapoor V.K., Fundamentals of Business and Economic Statistics, Sultan Chand and Sons, New Delhi.

Note: At least 50% weightage shall be given in the examination for numerical problems.

28/6

**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

COURSE TITLE: PRINCIPLES OF BUSINESS MANAGEMENT

COURSE CODE: 1821

Objective: This course familiarizes the students with the basics of principles of management.

Course Contents

Unit - I

Introduction: Concept, Nature, Process and Significance of Management, An overview of functional areas of Management; Development of Management Thought, Functions of Management and Coordination.

Unit - II

Planning: Concept, Process and Types, Decision Making – Concept and Process; Corporate Planning, Strategy Formulation, Concept of Strategic Planning.

Management by Objectives: Environment Analysis and Diagnosis.

Unit - III

Organizing: Concept, Nature, Process and Significance; Authority and Responsibility, Delegation of Authority, Centralization and Decentralization, Departmentation, Organization Structure and Forms.

Unit - IV

Motivating and Leadership People at Work: Motivation – Concept, Theories – Maslow, Herzberg, McGregor and Ouchi; Financial and Non-financial Incentives.

Leadership: Concept and Leadership Styles; Leadership theories.

Communication: Nature, Process and Barriers in effective communication.

[Handwritten signature]
28/6/21

[Handwritten signature]

[Handwritten signature]
28/6/21

Unit - V

Managerial Control: Concept and Process; Effective control system, Techniques of control – traditional and modern.

Management of Change: Concept, Nature and Process of Planned Change, Resistance to Change, Emerging horizons of management in changing environment.

Suggested Readings:

1. Aggarwal R.C., Prabhandh Ke Sindhant and Vyavahar.
2. Asnoff H.I., Corporate Strategy: McGraw Hill, New York.
3. Drucker Peter F., Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
4. Hampton, David R., Modern Management; McGraw Hill, New York.
5. Louis A. Allen, Management and Organization, Tata McGraw Hill, Tokyo.
6. Luthans F., Organizational Behaviour; McGraw Hill, New York.
7. Maslow Abraham, Motivation and Personality; Harper & Row, New York, 1954.
8. Paul Hersey and Blanchard Kenneth, Management of Organizational Behaviour Utilizing the Human Resources; Prentice Hall of India, New Delhi.
9. Sharma & Jain, Principles of Management (Hindi).
10. Sodani & Bangar, Management (Hindi)
11. Stoner and Freeman, Management; Prentice- Hall, New Delhi.
12. Weihrich and Koontz, *et al.*, Essentials of Management; Tata McGraw Hill, New Delhi.

**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

COURSE TITLE: BUSINESS REGULATORY FRAMEWORK

COURSE CODE: 1822

Objective: The objective of this course is to provide a brief idea about the Framework work of Indian business laws.

Course Contents

Unit - I

Indian Contract Act – 1872L: Law of Contract (1872), Nature of contract; Classification: Offer and Acceptance; Capacity of Parties of Contract, Free consent; Consideration; Legality of Object; List of void agreements.

Unit - II

Special Contracts: Indemnity, Guarantee, Bailment, Pledge, Agency, Sale of Goods Act 1930; Formation of Contract of Sale; Conditions and Warranties.

Transfer of Property in goods; Unpaid Seller and his rights.

Unit - III

Factories Act 1948: Main Provisions.

Unit - IV

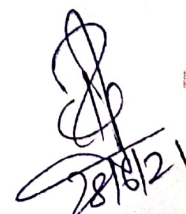
Information Technology Act – 2000: Introduction, Definition, Digital signature, Electrometric Governance, Attribution, Acknowledgement and Despatch of electronic records, secure electronics, records and secure digital signature, regulation of certifying authorities, digital signature certificates, duties of subscribers to digital signatures, penalties and adjudication. The cyber regulation appellate tribunal, offenses.

Unit - V

Indian Patent Law: Salient feature. An introduction to intellectual property rights, nature and types- patent, design, trademark, copyright, international corporation an intellectual property and process of grant of patents. New development in I.P.R.


28/12




28/12/21

Suggested Readings:

1. Chandha P.R.: Business Law, Galgotia, New Delhi.
2. Desair, T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata
3. Jain. R.C., Shrimali Vijay, Khicha P.K., Business Regulatory Framework, Ramesh Book Depot, Jaipur (Hindi)
4. Khergamwala J.S.: The Negotiable Instrument Act; N.M. Tripathi Pvt. Ltd., Mumbai.
5. Kuchal M.C.: Business Law; Vikas Publishing House, New Delhi.
6. Kapoor N.D.: Business Law; Sultan Chand & Sons, New Dehli.
7. Navalkha, Mathur: Mercantile Law (Hindi)
8. Singh, Avtar. The Principles of Mercantile Law; Eastern Book Company, Lucknow.
9. Sharma, B.P., Jain Rajeev: Mercantile Law (Hindi).
10. Mathur, Saxena, Binani (Hindi); Mercantile Law (Hindi).
11. G.S. Sudha, Business Regulatory Framework.
12. R.L. Navlakha: Mercantile Law (Hindi)
13. J.P. Singhal: Mercantile Law (Hindi).

Helpstudentpoint.com







**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

COURSE TITLE: ECONOMIC ENVIRONMENT IN INDIA

COURSE CODE: 1842

Objective: To familiarise student with basic element of Indian economy and its recent trends and policy changes.

Unit - I

Indian Economic Environment – Concept, Types, Components and Importance, Basic Features of Indian Economy, Economic Development and Growth- concepts and contents, measures of development, Human Development Index, various concept, nature of Indian Economy.

Unit - II

Economic Planning- Meaning, Types, Objective, Characteristics, Techniques of Planning in India, Achievements and Failures of economic planning, current five-year plans, NITI Aayog, Agriculture- Significance agriculture, growth trends and emerging issues, New Agricultural Strategy, Agrarian structure and land relations; agricultural markets and institutions – credit, commerce and technology; trends in productivity, Indian Agriculture and WTO, New Farm Acts 2020.

Unit - III

Government and Business Environment: Factors of Industrialization, Role of Industrialization- Industrial Policy-1980 and Recent Industrial Reforms (1991 and beyond), Industrial Growth Phase II and Phase III- Pattern and Challenges of Industrial Growth, growth and performance of Public sector. Policy and Performance in Industry and services, Industrial Sickness.

Unit - IV


Foreign Trade Environment: Types of Foreign Trade, Foreign Trade and Economic Growth, India's Foreign Trade- Volume, Composition and Direction, Export Promotion in India, Indian Foreign Trade Policy, Directorate General of Foreign Trade.

Unit - V

Introduction to New Economic Reforms: The crisis of June, 1991, Objectives of New Economic Policy – 1991, Emphasis of NEP on Liberalization, NEP and Privatization, NEP effect on Globalization, Globalisation in historical perspective; the economics and politics of multilateral agreements; trade, production patterns and world inequality; financial instability


28/16




28/16/21

in a globalised world Positive and Negative effects of New Economic Policy, Impact of India's Industrial Policy on Economic Reforms.

Suggested Readings:

1. Agarwal A.N., Indian Economy; Vikas Publishing House, Delhi.
2. Dutt R. and Sudram, Indian Economy; Himalaya Publishing House, New Delhi.
3. Mishra & Puri, Indian Economy; S. Chand, New Delhi.
4. Singh P.K., Business Environment; Apex Publishing House, Udaipur.
5. Sundaram & Black, The International Business Environment; Prentice Hall New Delhi.

Helpstudentpoint.com


28/10




28/10/21

**BACHELOR OF COMMERCE
THREE YEAR DEGREE PROGRAMME
FIRST YEAR**

COURSE TITLE: BUSINESS ECONOMICS

COURSE CODE: 1843

Objective: The course is meant to acquaint the student with the principles of Business Economics as are applicable in business.

Course Contents

Unit - I

Business Economics: Meaning, Definition and Features, Role and Importance of Business Economics, Difference between Business economics and economics, Business Economics and other subjects, Methods of Business Economics, Role and Responsibilities of Business Economist, Nature and types of Business Decisions.

Unit - II

Utility Analysis: Law of diminishing marginal utility, law of equi-marginal utility, Consumer surplus, Demand and law of demand, Elasticity of Demand-concept, Degree and Methods of measuring the elasticity of demand, Indifference curve analysis- concept, properties and consumer equilibrium, income price and substitution effect, revealed preference theory.

Unit - III

Production Function: Law of returns and Returns to scale, Increasing, Constant and Diminishing, Isoquants and Iso-cost curves, cost and revenue analysis-concept, types and their diagrammatic presentation, economies of scale.


Unit - IV

Market and their classification: Price and output determination under perfect competition, Price and Output determination under Monopoly, Price discrimination, Monopolistic competition, Oligopoly market: Collusive oligopoly and price leadership, Kinked demand curve theory.

Unit - V

Marginal Productivity Theory, Ricardian and Modern theory of Rent, Wages- concept and modern theory, Interest: concept, liquidity preference theory and modern theory of interest, profit-concept, risk, national income analysis- concept, importance, methods of measuring national income, components of GNP, NNP, NI, PI, DPI and per capita income, difficulties in the measurement of national income.






28/6/21

Suggested Readings:

1. Ahuja H.L., Business Economics; S. Chand & Company, New Delhi.
2. Browing Edger K. and Growing jacquenlence M., Microeconomic Theory and Applications; Kalyani, New Delhi.
3. Ferguson P.R. Rothschild R., and Ferguson G.J., Business Economics; MacMillan, Hampshire.
4. Mathur Mukesh, Business Economics, Himanshu Publications, Udaipur.
5. Mathur and Gupta, Vyavasaik Arthshastra, Rajasthan Hindi Granth Academy, Jaipur.
6. Mithani, D.M., Business Economics, Himalaya Publishing House.

Helpstudentpoint.com


28/11




28/11/21