



M. C. E. Society's

Abeda Inamdar Senior College

Of Arts, Science and Commerce (Autonomous), Camp, Pune-1

Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

Faculty of Humanities

Syllabus as Per NEP 2020 Guidelines

F.Y.B.A. Economics Syllabus

(Choice Based Credit System 2023 Pattern)

Academic Year 2023-2024

(W.E.F. June 2023-24)

FYBA Economics Syllabus as per NEP Guidelines

Choice Based Credit System 2023 Pattern (W.E.F. 2023-2024)

Class	Semester	Nature of Subject	Course Code	Title of the Paper	Credits	No. of Papers
FYBA	I	Major 1	23ABEC11MM	Micro Economics - I	4	2
		Major 2	23ABEC12MM	Macro Economics - I	2	
		VSC 1	23ABEC11VS	Business Management	2	1
		SEC 1	23ABEC11SE	Introduction to Financial Planning	2	1
Total No. of Papers						4
FYBA	II	Major 3	23ABEC21MM	Micro Economics - II	2	2
		Major 4	23ABEC22MM	Macro Economics - II	4	
		VSC 2	23ABEC21VS	Business Management (Project)	2	1
		Minor 1	23ABEC21MN	Indian Economy	2	1
		SEC 2	23ABEC21SE	IT Tools For Business	2	1
Total No. of Papers						5
Offered to Other Faculties	I	O.E. 1	23ABEC1OE	Indian Economic Environment – I	4	1
	II	O.E. 2	23ABEC2OE	Indian Economic Environment – II	4	1

O.E: Open Elective

SEC: Skill Enhancement Course

VSC: Vocational Skill Course

F.Y.B.A Economics - Semester I

Major 1

Micro Economics – I

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Micro Economics - I	Semester: I
Course Code: 23ABEC11MM	No. of Credits: 04
Nature of Course: Major Mandatory	Total Teaching Hours: 60

Course Objectives	
1.	To develop an understanding about subject matter of Economics.
2.	To analyze and interpret charts, graphs and figures.
3.	To develop an understanding of basic theories of micro economics and their application.
4.	To demonstrate that the theories discussed in class will usually be applied to real-life situations.

Course Outcome	
1.	Develop strong conceptual knowledge of the subject
2.	Apply the concepts and interpret the changes in the economy
3.	Examine the working of the factor market and apply the theory to the changes in the economy
4.	Evaluate the cost aspects and examine its application in the market
5.	Analyze Case Studies and apply relevant tools

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Introduction	10
	<ol style="list-style-type: none"> 1. Meaning, Nature, Scope, Importance of Micro economics 2. Basic Economic Problems. Normative Economics and Positive Economics, static and dynamic economy. 3. Tools of economic analysis- Functional Relationship, Schedules, Graphs and Equations. 4. Variables- Dependent and Independent Variable, Endogenous and Exogenous 	
II	Theory of Consumer Behavior	10
	<ol style="list-style-type: none"> 1. Utility – Meaning and Types- Cardinal Approach: Law of Diminishing Marginal Utility, Consumer’s Equilibrium 2. Ordinal Approach: Indifference Curve Analysis- Meaning and Definition, Characteristics of Indifference Curve, Budget Line , Consumer’s Equilibrium 	
III	Theory of Demand	15
	<ol style="list-style-type: none"> 1. Meaning of Demand, Determinants of Demand 2. The Law of Demand & Its Exceptions, Market Demand. 3. Elasticity of Demand – Meaning and Types <ol style="list-style-type: none"> i. Price Elasticity of Demand: Meaning, Types, Methods of Measurement ii. Income Elasticity of Demand: Meaning and Types iii. Cross Elasticity of Demand: Meaning and Types 	
IV	Supply and Production Analysis	15
	<ol style="list-style-type: none"> 1. Meaning, Definition and Determinants of Supply. 2. The Law of Supply 3. Elasticity of Supply: Meaning and Types 4. The Production Function: Meaning and Definition 5. Production Function: Short Term and Long Term 6. Total, Average and Marginal Production 	

	7. The Law of Variable Proportions 8. The Law of Returns to Scale	
V	Cost and Revenue Analysis	10
	1. Cost Concepts: Fixed Costs, Variable Costs, Total Cost, Average Cost, Marginal Cost, Economic Cost and Accounting Cost, Opportunity Cost & Sunk cost 2. Short-Run and Long Run Costs curves and their relationship 3. Revenue Concept: Total Revenue, Average Revenue & Marginal Revenue.	

SUGGESTED READINGS	
1.	Ahuja, H. L. (2019). <i>Principles of Microeconomics</i> (22nd ed.). S. Chand Publishing.
2.	Dewett, K. K. (latest edition). <i>Modern Economic Theory</i> . S. Chand Publications, New Delhi.
3.	Jhingan, M. L. (latest edition). <i>Macro Economic Theory</i> . Virinda Publication, Delhi.
4.	Jack Hirshlifer, <i>Price Theory and Applications</i> , Prentice Hall of India Pvt. Ltd. Delhi
5.	Koutsoyiannis, A. (latest edition). <i>Modern Microeconomics</i> (2nd ed.). MacMillan Press.
6.	Lipsey, R., & Chrystal, A. (2020). <i>Economics</i> (14th ed.). Oxford University Press.
7.	Mansfield, E., & Yohe, G. W. (latest edition). <i>Microeconomics: Theory / Applications</i> . W W Norton & Company.
8.	Mankiw, N. G. (2016). <i>Principles of Microeconomics</i> (8th ed.). Cengage Learning.
9.	Sundaram, K. P., & Sundaram, E. N. (n.d.). <i>Microeconomics</i> . . Chand Publication, New Delhi.
10.	Seth, M. L. (latest edition). <i>Principles of economics: Micro and macroeconomics</i> . Lakshmi Narain Agrawal Publisher.

F.Y.B.A Economics – Semester I

Major 2

Macro Economics - I

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Macro Economics - I	Semester: I
Course Code: 23ABEC12MM	No. of Credits: 02
Nature of Course: Major Mandatory	Total Teaching Hours: 30

Course Objectives	
1.	To introduce students to the historical background of the emergence of macroeconomics
2.	To familiarize students with the differences between microeconomics and macroeconomics
3.	To familiarize students with various concepts of national income
4.	To familiarize students with Keynesian macroeconomic theoretical framework of consumption and investment functions

Course Outcome	
1.	Study the inter-relationship between Macroeconomic aggregates
2.	Analyze the various aggregates of national income, its inter-relationships and the dynamic functioning of an economy
3.	Analyze the Income, Employment and Output determination theories and its relevance in recent times and significance of fiscal policy.
4.	Ability to analyze and demonstrate knowledge of the basic theories/laws in Macroeconomics.
5.	At the end of the course, the student should be able to evaluate macroeconomic concepts, models and its use in real life situations.

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Introduction to Macro Economics	6
	<ol style="list-style-type: none"> 1. Meaning, Nature and Scope of Macro Economics 2. Importance and Limitations of Macro Economics 3. The difference between Micro Economics and Macro Economics 	
II	National Income	12
	<ol style="list-style-type: none"> 1. Meaning and Importance of National Income 2. Various Concepts of National Income – GDP, GNP, NNP, PCI, Personal Income, Disposable Income 3. Methods of National Income Measurement, Difficulties in the Measurement of National Income 4. Circular Flow of National Income: Two and Three Sector Model 	
III	Theory of Employment and Output	12
	<ol style="list-style-type: none"> 1. Classical Theory of Employment, Say's Law of Market. 2. Keynes' Criticism on Classical Theory 3. Keynesian Theory of Employment – Aggregate Supply Price and Aggregate Demand Price, Employment Determination 	

Suggested Readings	
1.	D. N. Dwivedi (2005). <i>Macroeconomics: Theory and policy</i> . Tata McGraw-Hill Education.
2.	H. L. Ahuja, (2016). <i>Macroeconomics: Theory and policy (20th ed.)</i> . S. Chand & Company Limited.
3.	J. P. Mishra (2021). <i>Business economics</i> . Sahitya Bhavan Publications.
4.	K. R. Gupta & R. K Mandal. (2017). <i>Macroeconomics (latest Edition.)</i> . S. Chand Publishing.
5.	M. L. Jhingan, (2017). <i>Macroeconomic theory (13th ed.)</i> . Vikas Publishing House.

6.	N. G. Mankiw, (2019). <i>Macroeconomics</i> . Worth.
7.	P. A. Samuelson & Nordhaus, W. D. (2021). <i>Economics (20th ed.)</i> . McGraw-Hill Education.
8.	Rudiger Dornbush, Stanley Fisher, & Richard Startz. (2018). <i>Macroeconomics (12th ed.)</i> . Tata McGraw Hill Education Private Limited.
9.	S Mukherjee, M Mukherjee & A Ghose (latest Edition). <i>Microeconomics</i> . PHI Learning Pvt.
10.	S. B. Gupta (2011). <i>Monetary economics (institutions, theory and policy)</i> . S Chand.

F.Y.B.A Economics – Semester I

Vocational Skill Course - VSC 1

Business Management

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Business Management	Semester: I
Course Code: 23ABEC11VS	No. of Credits: 02
Nature of Course: Vocational Skill Course	Total Teaching Hours: 30

Course Objectives	
1.	To explain and examine the importance and process of Business Management.
2.	To describe and analyze the steps in planning and decision making.
3.	To explain the various government schemes related to the promotion of business and agriculture.

Course Outcome	
1.	Understand the management of business.
2.	Comprehend the process of business planning and decision making.
3.	Develop Leadership Skills - Ability to work in teams and show leadership qualities.

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Business Management	8
	1. Nature and Scope of Management 2. Characteristics of Management 3. Need and Importance of the Study of Management 4. Process of Management	

II	Business Planning and Decision Making	12
	<ol style="list-style-type: none"> 1. Nature of Planning 2. Steps in Planning Process 3. Types of Business Planning 4. Study of Planning Process 5. Steps in Decisions Making Process 6. Factors affecting Decision Making 	
III	Entrepreneurship Development Schemes	10
	<ol style="list-style-type: none"> 1. Make in India 2. Start-up India 3. Stand up India 4. Mudra Loans 5. Atal Incubation Centres (AIC) 6. ASPIRE – A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship 	

Suggested Readings	
1.	Covey, S. R. (1989). <i>The 7 habits of highly effective people</i> . Guerilla Marketing.
2.	Harvard Business Review. (n.d.). <i>Management tips</i> . https://hbr.org/books
3.	Pandey, I. M. (2021). <i>Financial management (12th ed.)</i> . Pearson.
4.	Saksena, S. C. (2019). <i>Principles of business management</i> . Sahitya Bhawan Publi.Agra.
5.	Vasistha, N. (2022). <i>Principles of management</i> . Taxmann.
6.	Hannagan, T. (2007). <i>Management concepts and practices</i> . Macmillan India Ltd.
7.	Government of India, Official websites.

Web References	
1.	Stand-Up India: www.standupmitra.in
2.	Make in India: makeinindia.com
3.	Startup India: startupindia.gov.in

4.	Mudra Loans: www.mudra.org.in
5.	Atal Incubation Centres (AIC): aim.gov.in/atal-incubation-centres.php
6.	ASPIRE Scheme: https://www.startupindia.gov.in/content/sih/en/government-schemes/aspire-scheme-promotion-innovation-entrepreneurship-and-agro-industry.html

F.Y.B.A Economics – Semester I
Skill Enhancement Course - SEC 1

Introduction to Financial Planning

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Introduction to Financial Planning	Semester: I
Course Code: 23ABEC11SE	No. of Credits: 02
Nature of Course: Skill Enhancement Course	Total Teaching Hours: 30

Course Objectives	
1.	To familiarize students with different aspects of personal financial planning like savings, investment, insurance and retirement planning.
2.	To develop the necessary knowledge and skills for effective financial planning.
3.	To make the students understand about
4.	To extend to the knowledge about

Course Outcome	
1.	Students will be able to understand the meaning and appreciate the relevance of financial planning.
2.	Students will be able to develop insight into retirement planning and its relevance.
3.	Students will be able to analyse insurance planning and its relevance.
4.	Students will be able to understand the concept of investment planning and its methods.

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Financial Planning	6
	<ol style="list-style-type: none"> 1. Meaning and Need of Financial Planning 2. Steps in Financial Planning 3. Time Value of Money 4. Introduction to Savings and Benefits of Savings 5. Management of Spending & Financial Discipline 	
II	Retirement & Insurance Planning	12
	<ol style="list-style-type: none"> 1. Meaning and Need for Insurance, Insurance Decision in Personal Financial Planning 2. Various Insurance Policies and Strategies for General Insurance, Life Insurance and Medical Insurance 3. Meaning and Need for Retirement Planning 4. Development of Retirement Plan 5. Various Retirement Schemes such as Employees Provident Fund (EPF), Public Provident Fund (PPF), NPS, Superannuation Fund, Gratuity etc. 	
III	Investment Planning	12
	<ol style="list-style-type: none"> 1. Risk Return Analysis 2. Process and Objectives of Investment 3. Measurement of Portfolio Risk and Return 4. Basic of Stock Market 5. Investment Strategies, Diversification, Portfolio Formation and Management 6. Investment Vehicles: Gold Bond; Real Estate; Investment in Greenfield and Brownfield Projects; Investment in Fixed Income Instruments, Mutual Fund Schemes, International Investment Avenues. 	

	7. Government regulations and various regulators like SEBI, IRDAI, and PFRDA etc.	
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Suggested Readings	
1.	Van Horne, J.C. and Wachowicz, Jr, J.M., <i>Fundamentals of Financial Management</i> , New Delhi, Prentice Hall of India Pvt. Ltd., 1996. p. 2.
2.	Sudhindra Bhat, <i>Financial Management</i> , New Delhi, Excel Books, 2008
3.	Chandra, P. <i>Financial Management - Theory and Practice</i> , New Delhi, Tata McGrawHill Publishing Company Ltd., 2002, p. 3.
4.	Cohen, Jerome, B.: Zinbarg, Edward D., and Zeikel, Arthur: <i>Investment Analysis and Portfolio Management</i> , Homewood, Ill.: Richard D. Irwin, 2006.
5.	Curley, Anthony J. and Bear, Robert M.: <i>Investment Analysis and Management</i> , NY, Harper & Row, 2003.
6.	Indian Institute of Banking & Finance. ' <i>Introduction to Financial Planning</i> ' Taxmann Publication, New Delhi.
7.	Keown A.J. " <i>Personal Finance</i> " Pearson, New York.
8.	Madura, J. " <i>Personal Finance</i> ", Pearson
9.	Pandit, A. " <i>The Only Financial Planning Book that You Will Ever Need</i> " Network 18 Publications Ltd., Mumbai.
10.	Sinha, M. " <i>Financial Planning: A Ready Reckoner</i> " McGraw Hill Education, New York
11.	Tripathi, V. " <i>Fundamentals of Investment</i> " Taxmann Publication, New Delhi.
12.	Ranganathan and Madhumathi: <i>Investment Analysis and Portfolio Management</i> : Pearson, New Delhi
13.	George Rejda: <i>Principles of Risk Management and Insurance</i> : Pearson, New Delhi

F.Y.B.A Economics - Semester II

Major 3

Micro Economics - II

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Micro Economics - II	Semester: II
Course Code: 23ABEC21MM	No. of Credits: 02
Nature of Course: Major Mandatory	Total Teaching Hours: 30

Course Objectives	
1.	To impart knowledge of microeconomics.
2.	To demonstrate that the theories discussed in class will usually be applied to real - life situations.
3.	To help the students to prepare for varied competitive examinations
4.	To enable understanding the basic theories in microeconomics such as Demand theory, production theory, market structures.

Course Outcome	
1.	Understand the concept of revenue and its application
2.	Analyze the market structures prevalent in the economy and examine the pricing policies
3.	Examine the issues in the factor market both from demand and supply side and provide comprehensive solutions
4.	Analyze the factor incomes that accrue to factors of production
5.	Evaluate the criteria for welfare in an economy and interpret the welfare aspect in different economies

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Market Structure	14
	<ol style="list-style-type: none"> 1. Meaning & Classifications of Market Structure 2. Perfect Competition: Meaning, Characteristics, Equilibrium of Firm and Industry in Short Run and Long Run. 3. Imperfect Competition : <ol style="list-style-type: none"> i. Monopoly: Meaning, Characteristics, Short and Long Run Equilibrium. Price Discrimination, Revenue and Price Elasticity ii. Monopolistic Competition: Meaning, Characteristics, Short & Long Run Equilibrium of firm and Industry, Selling cost-Meaning iii. Oligopoly: Meaning and Characteristics iv. Duopoly: Meaning and Characteristics 	
II	Factor Pricing	10
	<ol style="list-style-type: none"> 1. Marginal Productivity Theory Of Distribution 2. Rent: Ricardian Theory of Rent, Modern Theory of Rent 3. Wages: Modern Theory of Wages, Supply Curve of Labour 4. Interest: Loanable Fund Theory, Keynesian Liquidity Preference Theory. 5. Profit: Risk and Uncertainty Theory, Innovation Theory 	
III	Introduction to Welfare Economics	6
	<ol style="list-style-type: none"> 1. Welfare Economics: Definition and Meaning 2. Pigovian Welfare Economics 3. Thought of Amartya Sen on Welfare Economics 	

SUGGESTED READINGS	
1.	Ahuja, H. L. (2019). <i>Principles of Microeconomics</i> (22nd ed.). S. Chand Publishing.
2.	Dewett, K. K. (latest edition). <i>Modern Economic Theory</i> . S. Chand Publications, New Delhi.

3.	Jhingan, M. L. (latest edition). <i>Micro Economic Theory</i> . Vrinda Publication, Delhi.
4.	Jack Hirshlifer, Price Theory and Applications, Prentice Hall of India Pvt. Ltd. Delhi
5.	Koutsoyiannis, A. (latest edition). <i>Modern Microeconomics</i> (2nd ed.). MacMillan Press.
6.	Lipsey, R., & Chrystal, A. (2020). <i>Economics</i> (14th ed.). Oxford University Press.
7.	Mansfield, E., & Yohe, G. W. (latest edition). <i>Microeconomics: Theory / Applications</i> . W W Norton & Company.
8.	Mankiw, N. G. (2016). Principles of Microeconomics (8th ed.) Cengage Learning.
9.	Sundaram, K. P., & Sundaram, E. N. (n.d.). Microeconomics. Chand Publication, New Delhi.
10.	Seth, M. L. (latest edition). Principles of Economics: Micro and macroeconomics. Lakshmi Narain Agrawal Publisher.

F.Y.B.A Economics - Semester II

Major 4

Macro Economics - II

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Macro Economics - II	Semester: II
Course Code: 23ABEC22MM	No. of Credits: 04
Nature of Course: Major Mandatory	Total Teaching Hours: 60

Course Objectives	
1.	To introduce students to the role of money in an economy.
2.	To introduce students to the conceptual and theoretical frameworks of inflation, deflation and stagflation, Business Cycle.
3.	To introduce students to the role of monetary and fiscal policies in fulfilling the macroeconomic objectives of stability, full employment and growth.
4.	To introduce students to the various instruments of monetary and fiscal policies.

Course Outcome	
1.	Understand the functions and measures of money supply, as well as the value of money and its impact on the economy.
2.	Analyze different types of inflation, their causes, effects, and measures to control inflation. Understand deflation and the concept of stagflation.
3.	Gain knowledge of business cycles, including their phases, causes, effects, and the use of monetary and fiscal controls to manage them.
4.	Evaluate the objectives, instruments, advantages, and limitations of monetary policy.
5.	Analyze the meaning, instruments, advantages, and limitations of fiscal policy.

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Consumption and Investment	15
	<ol style="list-style-type: none"> 1. Consumption Function – Meaning, Various Concepts - APC, MPC, Psychological Law of Consumption, Factors Influencing, Consumption Function 2. Saving function - APS, MPS 3. Investment function – Meaning, Types 4. Factors of Investment: Rate of Interest & Marginal Efficiency of Capital 	
II	Money	10
	<ol style="list-style-type: none"> 1. Money – Meaning and Functions 2. Value of Money – Meaning, Quantity Theory of Money, Cash Balance Approach 3. Supply of Money – Various Measures of Money Supply (RBI) 	
III	Inflation	15
	<ol style="list-style-type: none"> 1. Inflation – Meaning, Types, Causes – Demand Pull and Cost Push Inflation 2. Effects of Inflation 3. Measures to Control Inflation 4. Deflation – Meaning, Causes and Effects 5. Philips Curve 6. Concept of Stagflation 	
IV	Business Cycles	10
	<ol style="list-style-type: none"> 1. Business Cycles: 2. Meaning, Features and Phases of Business Cycle, Recession 3. Causes and Effects of Business Cycle 4. Control of Business Cycles – Monetary and Fiscal Controls 	
V	Macroeconomic Policies	10
	<ol style="list-style-type: none"> 1. Objectives of Macroeconomic Policies 2. Monetary Policy - Meaning, Instruments, Advantages and 	

	<p>Limitations</p> <p>3. Fiscal Policy - Meaning, Instruments, Advantages and Limitations</p>	
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Suggested Readings	
1.	D. N. Dwivedi (2005). <i>Macroeconomics: Theory and policy</i> . Tata McGraw-Hill Education.
2.	H. L. Ahuja, (2016). <i>Macroeconomics: Theory and policy (20th ed.)</i> . S. Chand & Company Limited.
3.	J. P. Mishra (2021). <i>Business economics</i> . Sahitya Bhavan Publications.
4.	K. R. Gupta & R. K Mandal. (2017). <i>Macroeconomics (latest Edition.)</i> . S. Chand Publishing.
5.	M. L. Jhingan, (2017). <i>Macroeconomic theory (13th ed.)</i> . Vikas Publishing House.
6.	N. G. Mankiw, (2019). <i>Macroeconomics</i> . Worth.
7.	P. A. Samuelson & Nordhaus, W. D. (2021). <i>Economics (20th ed.)</i> . McGraw-Hill Education.
8.	Rudiger Dornbush, Stanley Fisher, & Richard Startz. (2018). <i>Macroeconomics (12th ed.)</i> . Tata McGraw Hill Education Private Limited.
9.	S Mukherjee, M Mukherjee & A Ghose (latest Edition). <i>Microeconomics</i> . PHI Learning Pvt.
10.	S. B. Gupta (2011). <i>Monetary economics (institutions, theory and policy)</i> . S Chand.

F.Y.B.A Economics - Semester II

Vocational Skill Course - VSC 2

Business Management (Project)

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Business Management (Project)	Semester: II
Course Code: 23ABEC21VS	No. of Credits: 02
Nature of Course: Vocational Skill Course	Total Teaching Hours: 30

Course Objectives	
1.	To expose students to real-life businesses and their journey towards success.
2.	To inculcate entrepreneurial thinking and come up with unique business ideas.
3.	To promote presentation skills and creativity in the students.

Course Outcome	
1.	Understand the entrepreneurial struggles, ups and downs of a startup / business.
2.	Develop leadership and entrepreneurial skills among students.
3.	Boost creativity and confidence of the students.

Syllabus			
Unit No.	Title with Contents	No. of Hours	Exercises
I	Case Study	8	
	Entrepreneurship Development Training Programme: Guest Lecture - Local Entrepreneur - Success Stories / Struggles / Historical Reviews / Startups, etc.		Review / Project Report
II	Project Interim Presentation	10	
	Detailed Study of ANY Business Enterprise under the Guidance of Subject Teacher		Initial Mid Semester

	OR Presentation of a Business Idea		Presentation
III	Project Final Presentation	12	
	Presentation with PPT or Poster of a Business Idea OR Exhibition of Business Ideas / Business Plan Competition		Final Presentation Viva and Report

Suggested Readings	
1.	Covey, S. R. (1989). <i>The 7 habits of highly effective people</i> . Guerilla Marketing.
2.	Harvard Business Review. (n.d.). <i>Management tips</i> . https://hbr.org/books
3.	Pandey, I. M. (2021). <i>Financial management (12th ed.)</i> . Pearson.
4.	Saksena, S. C. (2019). <i>Principles of business management</i> . Sahitya Bhawan Publi.Agra.
5.	Vasistha, N. (2022). <i>Principles of management</i> . Taxmann.
6.	Hannagan, T. (2007). <i>Management concepts and practices</i> . Macmillan India Ltd.
7.	Government of India, Official websites.

F.Y.B.A Economics - Semester II

Minor 1

Indian Economy

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Indian Economy	Semester: II
Course Code: 23ABEC21MN	No. of Credits: 02
Nature of Course: Minor	Total Teaching Hours: 30

Course Objectives	
1.	To provide an overview of the Indian economy, its structure, and key features.
2.	To analyze the key sectors of the Indian economy, including agriculture, manufacturing, and services, and their contribution to economic growth and development.
3.	To examine the challenges and policy initiatives related to poverty, inequality, and social development in India.
4.	To understand the economic reforms and globalization process in India, including the liberalization, privatization, and globalization (LPG) reforms, and assess their impact on trade and investment.

Course Outcome	
1.	Demonstrate a comprehensive understanding of the Indian economy, including its strengths, challenges, and unique features.
2.	Analyze the key sectors of the Indian economy and evaluate their significance in contributing to economic growth.
3.	Evaluate the effectiveness of policy initiatives addressing poverty, inequality, and social development in India.
4.	Assess the impact of economic reforms and globalization on trade and investment in India.

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Introduction to Indian Economy	10
	<ol style="list-style-type: none"> 1. Overview of the Indian Economy 2. Economic Planning and Policy in India <ol style="list-style-type: none"> i. Five-Year Plans and their Objectives ii. Role of NITI Aayog 3. Demographic Profile and Human Development in India <ol style="list-style-type: none"> i. Population Growth and Distribution ii. Health and Education Indicators 	
II	Key Sectors of Indian Economy	10
	<ol style="list-style-type: none"> 1. Agriculture and Rural Development <ol style="list-style-type: none"> i. Agricultural Productivity and Land Reforms ii. Issues in Indian Agriculture: Irrigation, Subsidies, and Price Support 2. Manufacturing and Industrial Development <ol style="list-style-type: none"> i. Industrial Policy and Initiatives ii. Micro, Small and Medium Enterprises (MSMEs) in India 3. Services Sector and its Contribution <ol style="list-style-type: none"> i. Growth and Importance of Service Sector ii. IT and IT-enabled Services (ITES) Industry 	
III	Economic Challenges and Policy Initiatives	10
	<ol style="list-style-type: none"> 1. Poverty, Inequality, and Social Development <ol style="list-style-type: none"> i. Measurement and Causes of Poverty ii. Poverty Alleviation Programs: Policies and Impact 2. Employment and Unemployment <ol style="list-style-type: none"> i. Labour Market Trends and Issues ii. Skill Development and Employment Generation Programs 3. Economic Reforms and Globalization <ol style="list-style-type: none"> i. Liberalization, Privatization, and Globalization 	

	(LPG) Reforms ii. Impact of Globalization on Trade and Investment	
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SUGGESTED READINGS	
1.	Singhania, N. (2023). <i>Indian economy (English/ 4th ed.) UPSC Civil services exam / State administrative exams</i> . McGraw Hill Education.
2.	Datt, R., & Sundharam, K.P.M. (Latest edition). <i>Indian economy</i> . S Chand Publishing.
3.	Kapila, U. (Ed.). (2022). <i>Indian economy since independence (33rd ed.)</i> . Academic Foundation.
4.	Mahajan, A. (Latest edition). <i>Indian economy</i> . S. Chand & Company Ltd.
5.	Misra, S.K., & Puri, V.K. (Latest edition). <i>Indian economy</i> . Himalaya Publication House.
6.	Prakash, B.A. (2011). <i>The Indian economy since 1991: Economic reforms and performance</i> . Pearson Publication.
7.	Pradhan, J.P. (2008). <i>Indian multinationals in the world economy: Implications for development</i> . Bookwell Publications.
8.	Prasad, C.S. (2007). <i>Sixty years of Indian agriculture</i> . New Century Publication.
9.	Gopal, S., & Banhri, S. (2016). <i>Indian economy: Performance and policies</i> . Pearson Publication.
10.	Kumar, A. (2013). <i>SMEs in India in post-1990s era: Challenges and opportunities</i> . LAP Lambert Academic Publishing.

F.Y.B.A Economics - Semester II
Skill Enhancement Course - SEC 2

IT Tools for Business

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: IT Tools for Business	Semester: II
Course Code: 23ABEC21SE	No. of Credits: 02
Nature of Course: Skill Enhancement Course	Total Teaching Hours: 30

Course Objectives	
1.	To introduce students to essential IT tools commonly used in business environments, including spreadsheets, document processing, collaboration, and marketing tools.
2.	To develop practical skills in using these IT tools and enable students to apply them effectively in various business contexts.
3.	To enhance students' understanding of data analysis, document processing, collaboration, and marketing techniques using relevant software applications.
4.	To foster critical thinking and problem-solving abilities in utilizing IT tools for business operations and decision-making.
5.	To equip students with the knowledge and skills to utilize digital marketing tools effectively for business marketing activities.

Course Outcome	
1.	Apply fundamental functions and features of Microsoft Excel and Google Sheets for data analysis and management.
2.	Create, format, and edit professional documents using Microsoft Word and Google Docs.
3.	Collaborate effectively on business documents using document processing tools, employing version control, real-time collaboration features, and efficient document sharing methods.

4.	Apply digital marketing tools such as Google Analytics, Mailchimp, Facebook, and WhatsApp to develop and execute comprehensive marketing strategies, including data-driven analysis, targeted email campaigns, social media engagement, and customer communication.
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Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Spreadsheet Essentials	14
	<ol style="list-style-type: none"> 1. Introduction to spreadsheets and their importance in business. 2. Basic operations, formulas, and functions in Microsoft Excel and Google Sheets. 3. Formatting, sorting, and filtering data. 4. Data visualization using charts and conditional formatting. 5. Simple data analysis techniques. 	
II	Document Processing and Collaboration	8
	<ol style="list-style-type: none"> 1. Introduction to document processing tools: Microsoft Word and Google Docs. 2. Creating, formatting, and editing professional documents. 3. Collaborative editing, version control, and real-time collaboration. 4. Cloud storage, file sharing, and collaboration with Google Drive. 	
III	Marketing Tools and Analytics	8
	<ol style="list-style-type: none"> 1. Introduction to digital marketing tools: Google Analytics, Mailchimp, Facebook, and WhatsApp. 2. Basics of website tracking and analysis using Google Analytics. 3. Email marketing fundamentals using Mailchimp. 4. Utilizing Facebook for business marketing strategies. 	

	5. Utilizing WhatsApp for business communication and customer engagement.	
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Suggested Readings	
1.	Alexander, M., Kusleika, D., & Walkenbach, J. (2022). <i>Excel 365 Bible</i> . Wiley.
2.	Murray, A. (2021). <i>Advanced Excel success: A practical guide to mastering Excel</i> . Apress.
3.	Gookin, D. (2018). <i>Word 2019 for dummies</i> . John Wiley & Sons.
4.	Holzner, S., Holzner, N., & Conner, N. (2009). <i>Google Docs 4 everyone</i> . Pearson Education.
5.	Lamont, I. (2015). <i>Google Drive and docs in 30 minutes : The unofficial guide to the new Google Drive, docs, sheets and slides</i> (2nd ed.). In 30 Minutes Guides.
6.	Mayes, T. R. (2020). <i>Financial analysis with Microsoft Excel</i> . South-Western College.
7.	Gookin, D. (2021). <i>Word for dummies</i> . John Wiley & Sons.
8.	Vahl, A., Haydon, J., & Zimmerman, J. (2014). <i>Facebook marketing all-in-One for dummies</i> . John Wiley & Sons.

Web References	
1.	Tutorial: Import data into Excel, and create a data model. (n.d.). Microsoft Support. https://support.microsoft.com/en-au/office/tutorial-import-data-into-excel-and-create-a-data-model-4b4e5ab4-60ee-465e-8195-09ebba060bf0
2.	Pipedrive Inc / Pipedrive OÜ. (2022, May 9). <i>WhatsApp for business: A guide</i> . Pipedrive. https://www.pipedrive.com/en/blog/whatsapp-for-business
3.	Ben. (2022, March 30). <i>How to use Google sheets: The complete beginner's guide</i> . Google Sheets and Apps Script Tutorials and Online Courses. https://www.benllcollins.com/spreadsheets/how-to-use-google-sheets
4.	HubSpot. (n.d.). <i>Facebook marketing: The ultimate guide</i> . HubSpot Inbound Marketing, Sales, and Service Software. https://www.hubspot.com/facebook-marketing
5.	Neil Patel. (2021, December 31). <i>A beginner's Guide to Google Analytics</i> . Neil Patel. https://neilpatel.com/blog/google-analytics/
6.	<i>99+ best free Mailchimp templates for 2023</i> . (2023, April 13). Email vendor selection. https://www.emailvendorselection.com/free-mailchimp-templates

7.	<i>Smartsheet review.</i> (2023, February 22). The Daily Egg. https://www.crazyegg.com/blog/smartsheet-review/
8.	Frost, A. (22, September 15). <i>The ultimate guide to Google analytics in 2023.</i> HubSpot Blog Marketing, Sales, Agency, and Customer Success Content. https://blog.hubspot.com/marketing/google-analytics

F.Y.B.A Economics - Semester I

Open Elective – O.E. 1

(Offered to Other Faculties)

Indian Economic Environment - I

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Indian Economic Environment - I	Semester: I
Course Code: 23ABEC10E	No. of Credits: 04
Nature of Course: Open Elective	Total Teaching Hours: 60

Course Objectives

1.	To familiarize the students with the recent developments in the Indian Economy
2.	To provide the students with the background of the Indian Economy with a focus on contemporary issues like economic environment.
3.	To help the students to prepare for varied competitive examinations
4.	To enable students to understand and comprehend the current business scenario, agricultural scenario and other sectorial growth in the Indian context.
5.	To make the student aware of the developments such as MSMEs, Digital Economy, E-Banking, BPO & KPO, etc.

Course Outcome

1.	Ability to develop an understanding of the economic environment and the factors affecting economic environment
2.	Ability to compare and contrast Indian Economy with other world economies.
3.	Ability to develop awareness & understanding of various developments in the agriculture sector of the economy.
4.	Understanding about the development & challenges in service sector can be enhanced.

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Introduction to Economic Environment	15
	<ol style="list-style-type: none"> 1. Meaning, Factors affecting Economic Environment: Economic, Political, Technological, Social & Cultural. 2. Challenges to Indian Economy Natural Resources, Energy Resources, Education, Health, Environment 3. Comparison of the Indian Economy with the World Economy: Population, Agriculture, Industry and Service Sector. 	
II	Agricultural Environment	15
	<ol style="list-style-type: none"> 1. Role of Agriculture in Indian Economy 2. Challenges to Indian Agriculture - Productivity, Rural Credit, Marketing, Rural Entrepreneurship. 3. Recent Trends in Indian Agriculture: Cropping pattern, Technology, Crop Insurance, Water Management, Agri-Business. 	
III	Industrial Environment	15
	<ol style="list-style-type: none"> 1. Role of Industry in Indian Economic Development 2. Recent Industrial policy initiatives Of globalization 3. Challenges to Indian Industry-Labour & Employment, Regional Imbalance, Finance, Technology. 4. Definition, Role and functions of Micro, Small and Medium Enterprises (MSME) 5. Role and Importance of MNC's in Indian Industrial Sector (Case studies) 	
IV	Service Sector Environment	15
	<ol style="list-style-type: none"> 1. Role and Growth of Service Sector in Indian Economy. 2. Challenges to Indian Service sector: Business based & Knowledge based Sector, Education sector, Health sector, 	

	Insurance, Tourism, Banking. 3. Recent Trends in Indian Service Sector: Digital Economy, E-Commerce, E- Finance	
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SUGGESTED READINGS	
1.	Cherunilam, F. (2019). <i>Business environment: Text and cases</i> . Himalaya Publishing House.
2.	Mahajan, A. (Latest edition). <i>Indian economy</i> . S. Chand & Company Ltd.
3.	Ahmed, F. (n.d.). <i>Business environment: Indian and global perspective</i> . PHL Learning Pvt. Ltd.
4.	Misra, S.K., & Puri, V.K. (Latest edition). <i>Indian economy</i> . Himalaya Publication House.
5.	Fernando, A.C. (2011). <i>Business environment</i> . Pearson Publication.
6.	Prakash, B.A. (2011). <i>The Indian economy since 1991: Economic reforms and performance</i> . Pearson Publication.
7.	Pradhan, J.P. (2008). <i>Indian multinationals in the world economy: Implications for development</i> . Bookwell Publications.
8.	Prasad, C.S. (2007). <i>Sixty years of Indian agriculture</i> . New Century Publication.
9.	Gopal, S., & Banhri, S. (2016). <i>Indian economy: Performance and policies</i> . Pearson Publication.
10.	Kumar, A. (2013). <i>SMEs in India in post-1990s era: Challenges and opportunities</i> . LAP Lambert Academic Publishing.

F.Y.B.A Economics - Semester II

Open Elective – O.E. 2

(Offered to Other Faculties)

Indian Economic Environment - II

(w. e. f. 2023-2024)

Choice Based Credit System (CBCS 2023 Pattern)

Course Title: Indian Economic Environment - II		Semester: II
Course Code: 23ABEC2OE		No. of Credits: 04
Nature of Course: Open Elective		Total Teaching Hours: 60

Course Objectives	
1.	To understand the role and growth of service sector in Indian economy and the challenges and opportunities it faces.
2.	To learn about the structure and functions of banking in India and the recent trends and developments in banking environment.
3.	To analyze the major challenges to Indian economy such as poverty, employment, inequality, informal sector, etc. and the policy measures to address them.
4.	To develop critical thinking and communication skills to apply the concepts and theories of Indian economic environment to real-world situations.

Course Outcome	
1.	Demonstrate an understanding of the role and growth of service sector in Indian economy and the challenges and opportunities it faces.
2.	Compare and contrast the structure and functions of banking in India and the recent trends and developments in banking environment.
3.	Investigate the major challenges to Indian economy such as poverty, employment, inequality, informal sector, etc. and appraise the policy measures

	to address them.
4.	Employ critical thinking and communication skills to articulate arguments and opinions on various topics related to Indian economic environment using relevant data and evidence.

Syllabus		
Unit No.	Title with Contents	No. of Hours
I	Banking Environment	15
	<ol style="list-style-type: none"> 1. Banking: Definition & Functions, 2. Changing Structure of Banking in India: New Private Banks, Small Banks, Payment Banks 3. Bank Accounts: Types, Procedure and Operation of Accounts. Challenges faced by banking sector 4. Recent Trends in Indian Banking Environment: E-Banking, E-Wallets, Bank Mergers and Amalgamations. 	
II	Overview of Indian Economy	15
	<ol style="list-style-type: none"> 1. Challenges to Indian Economy: Poverty, Employment, Inequality, Informal Sector, Etc. 2. Policy Measures <ol style="list-style-type: none"> i. Poverty Alleviation Programs ii. Employment Generation Programs iii. Agriculture Development Programs iv. Skill Development Programs v. COVID-19 and Indian Economy 	
III	International Trade Environment	15
	<ol style="list-style-type: none"> 1. Role and Importance of International Trade Environment in Indian Economy. 2. Concepts of Balance of Payments and Exchange Rate 3. Trade Policy: Tariffs, Quotas, Subsidies, and Non-Tariff Barriers. 4. Regional Trade Agreements: SAARC, ASEAN, EU, 	

	RCEP, etc.	
IV	Economic Reforms and Policy Initiatives in India	15
	<ol style="list-style-type: none"> 1. Overview of Economic Reforms in India - Liberalization, Privatization, and Globalization (LPG). 2. Policy Initiatives for Economic Growth and Development. 3. Fiscal Policy - Government Budget, Taxation, and Expenditure. 4. Monetary Policy - Role of Reserve Bank of India (RBI), Interest Rates, and Inflation Targeting. 	

SUGGESTED READINGS	
1.	Cherunilam, F. (2019). <i>Business environment: Text and cases</i> . Himalaya Publishing House.
2.	Mahajan, A. (Latest edition). <i>Indian economy</i> . S. Chand & Company Ltd.
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8.	Prasad, C.S. (2007). <i>Sixty years of Indian agriculture</i> . New Century Publication.
9.	Gopal, S., & Banhri, S. (2016). <i>Indian economy: Performance and policies</i> . Pearson Publication.
10.	Kumar, A. (2013). <i>SMEs in India in post-1990s era: Challenges and opportunities</i> . LAP Lambert Academic Publishing.