



S.I.W.S.
N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS &
Smt. THIRUMALAI COLLEGE OF SCIENCE

PLOT NO. 337, SEWREE - WADALA ESTATE, MAJOR R. PARAMESHWARAN MARG,
 WADALA, MUMBAI - 400 031.

DEPARTMENT OF BUSINESS ECONOMICS - ACADEMIC PLAN FOR TERM I - ACADEMIC YEAR 2020-21

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
F.Y.B.Com - Semester I															
F.Y. B.Com Divisions A,B,C, D,E,F	---	---	---	Unit I Introduction Scope and Importance of Business Economics - Basic tools - Opportunity Cost principle - Incremental and Marginal Concepts	Unit I Basic economic relations - Functional relations: equations - Total, Average and Marginal relations - Use of marginal analysis in decision making	Unit I The basics of market demand, market supply and equilibrium price - shifts in the demand and supply curves and equilibrium	Unit II Demand Analysis Demand Function - Nature of demand curve under different markets	Unit II Meaning, Significant Types and measurement of Elasticity of demand (Price, income cross and promotional) Relationship between Price elasticity of demand and Revenue concepts	Unit II Demand Estimation and Forecasting Meaning and significance and various methods of demand forecasting - survey and statistical methods (Numerical examples on trend analysis and simple linear regression)	Unit III Supply and Production Decisions: Production function: Short run analysis with Law of Variable Proportions - Production function with two variable inputs - Isoquants, ridge lines and least cost combination of inputs	Unit III Long run Production function and Laws of Returns to Scale - Expansion path - Economies and diseconomies of scale and economies of scope	Unit IV Cost of Production Cost concepts: Accounting cost and economic cost, implicit cost and explicit cost, social and private cost, historical cost and replacement cost, sunk and incremental cost-fixed and variable cost	Unit IV Cost Analysis Total, Average and Marginal cost Cost output relationship in the Short Run and Long Run - (Hypothetical and numerical problems to be discussed)	Unit IV Extension of Cost analysis Cost reduction through experience - LAC Learning curve and Break even analysis (with business application)	Revision and practice of diagram and Numeric Illustrations and discussions on Question paper pattern

Usha S. Iyer
 Dr. Usha S. Iyer
 Principal & Head of the Department of Business Economics
 Date: 16th Sep, 2020



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DEPARTMENT OF BUSINESS ECONOMICS - ACADEMIC PLAN FOR TERM II - ACADEMIC YEAR 2019-20

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
F.Y.B.Com – Semester II															
F.Y. B.Com Divisions - A,B,C, D,E,F	---	---	---	Unit I Market structure : Perfect competition and Monopoly Perfect competition and Monopoly models as two extreme cases - Profit maximisation and the competitive firm's supply curve	Unit I Short-run and long run equilibriu m of a firm and of Industry	Unit I Monopol y Sources of Monopol y power - Short- run and Long run equilibriu m of a firm under Monopol y	Unit II Price and Output decisions under Imperfect Competition Monopolistic competition: Competitive and monopolistic elements of monopolistic competition - Equilibrium of a firm under Monopolistic competition	Unit II Monopolisti c versus Perfect competition , Excess capacity and inefficiency - Debate over role of advertising (Case studies from real life examples)	Unit II Oligopoly Market : Key attributes of Oligopoly - Collusive and Non- collusive Oligopoly market, Price rigidity, Cartels and Price leadershi p models (with practical examples)	Unit III Pricing Practic es Cost oriente d pricing method s : Cost- plus (Full cost) Mark- up pricing, Margin al cost pricing	Unit III Discrimina ting pricing, Multiple - product pricing , Transfer pricing (case studies on how pricing methods are used in business world)	Unit IV Evaluatin g Capital Projects - Meaning and importan ce of capital budgetin g – Steps in capital budgetin g	Unit IV Techniq ues of Investm ent apprais al: Payback period method	Unit IV Net present Value method and Internal Rate of Return method (with numeric al example s)	Revisio n and practic e of diagram s and Numeri cal Illustrat ions and discussi ons on Questio n paper pattern

Usha S. Iyer
Dr. Usha S. Iyer

Principal & Head of the Department of Business Economics

Date: 15 Nov, 2019



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DEPARTMENT OF BUSINESS ECONOMICS - ACADEMIC PLAN FOR TERM I - ACADEMIC YEAR 2019-20

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
S.Y.B. Com. Semester III															
S.Y.B. Com A,B,C,D	Module I Introduction Macroeconomics: a) Meaning, Scope and Importance b) Circular Flow of aggregate income and expenditure and its importance - closed and open economy models	Module I c) The Measurement of National Product: Meaning and importance of National Income Accounting - Conventional and Green GNP and NNP concepts - National Income and Economic welfare	Module I d) Trade Cycles: Features and Phases e) Classical Macro economics: Say's Law of Markets - Features Implication and Criticism	Module II Basic Concepts of Keynesian Economics a) The Principle of Effective Demand: Aggregate Demand and Aggregate Supply	Module II b) Consumption Function: Properties, Assumptions and Implications c) Investment function and Marginal Efficiency of Capital	Module II d) Investment Multiplier effect on Income and Output: Assumption Working, Leakages Criticism and Importance Paradox of thrift	Module II e) Relevance of Keynesian theory tools to developing countries	Module III Post Keynesian Developments in Macro Economics a) The IS-LM model of integration of commodity and money markets	Module III b) Inflation and Unemployment: Philips Curve	Module III c) Stagflation: Meaning, causes and consequences d) Supply side of Economics: Basic propositions and critical appraisal	Module IV Money Supply, Prices and Inflation a) Money supply: Determinants of Money supply - Factors influencing velocity of circulation of money	Module IV b) Demand for Money: Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for Money	Module IV c) Money and Prices: Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach	Module IV d) Inflation: Demand pull inflation and cost push inflation - Effects of Inflation Nature of inflation in a developing economy - Policy measures to curb inflation - monetary policy and inflation targeting	Revision, Discussions, Practice of diagrams and explanation of the Question paper pattern

Dr Sanghamitra Mishra
Associate Professor
Department of Business Economics

Date: 12th June 2019

Dr. Usha S. Iyer
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DEPARTMENT OF BUSINESS ECONOMICS - ACADEMIC PLAN FOR TERM II - ACADEMIC YEAR 2019-20

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
S.Y.B. Com. Semester IV															
S.Y.B. Com A, B, C, D	Module I The Role of Government in an Economy a) Meaning and Scope of Public Finance b) Major fiscal functions: allocation function, distribution function and & Stabilization function	Module I c) Principle of Maximum Social advantage: Dalton and Musgrave Views – the Principle in Practice, Limitations	Module I d) Relation between Efficiency, markets and Government e) The concept of public goods and the role of Government	Module II Public Revenue a) Sources of Public Revenue – Tax and non-tax revenue	Module II b) Objectives of taxation – Canons of taxation – Types of taxes: direct and indirect – Tax base and Rates of taxation: Proportional, progressive and regressive taxation	Module II c) Shifting of tax burden: Impact and incidence of taxation – Processes - factors influencing incidence of taxation	Module II d) Economic effects of taxation: on Income and Wealth, Consumption, Savings, Investments and Production e) Redistributive and Anti-Inflationary nature of taxation and their implications	Module III Public Expenditure And Public Debt a) Public Expenditure: Canons – classification – economic effects of public spending – on production, consumption, distribution, employment and stabilization	Module III Theories of Public Expenditure: Wagner's Hypothesis and Wiseman Peacock Hypothesis	Module III Causes for Public Expenditure Growth – Significance of Public Expenditure: Low Income Support and Social Insurance Programmes	Module III b) Public Debt: Classification – Burden of Debt Finance: Internal and External – Public Debt and Fiscal Solvency	Module IV a) Fiscal Policy: Meaning Objectives, Constituents and Limitations b) Contra cyclical Fiscal Policy and Discretionary Fiscal Policy: Principles of Sound and Functional Finance	Module IV c) Budget – Meaning objectives and types – Structure of Union Budget – Deficit concepts	Module IV d) Intergovernmental Fiscal Relations: Fiscal federalism and fiscal decentralisation – Central and State financial relations	Revision, Discussions, Practice of diagrams and explanation of the Question paper pattern


 Dr Sanghamitra Mishra
 Associate Professor
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Date: 15th Nov, 2019




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DEPARTMENT OF BUSINESS ECONOMICS - ACADEMIC PLAN FOR TERM I - ACADEMIC YEAR 2019-20 (Revised Syllabus)

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	1
T.Y.B.Com. Semester V															
T.Y.B. Com	<u>Module I</u> Macro-Economic Overview of India – Overview of New Economic Policy	<u>Module I</u> Role Of Social Infrastructure with Reference to Education, Health and Family Welfare	<u>Module I</u> Sustainable Development Goals and Policy Measures	<u>Module I</u> Measures – Make- in India, Invest In India, Skill Development and Training Programmes Foreign Investment Policy Measures in India-Foreign Investment Promotion Board, FDI-MNCs and their Role	<u>Module II</u> Agriculture During Post Reform Period- National Agricultural Policy, 2000: Objectives, Features and Implications	<u>Module II</u> Agricultural Pricing and Agricultural Finance	<u>Module II</u> Agricultural Marketing- Agriculture Market Infrastructure, Market Information, Market Training- Enabling Environments- Recent Developments	<u>Module III</u> Industry And Service Sector During Post- Reform Period: Policy Measures- Competition Act, 2002	<u>Module III</u> Disinvestment Policy, MSME Since 2007	<u>Module III</u> Industrial Pollution in India: Meaning, Types, Effects and Control	<u>Module III</u> Service Sector Recent Trends, Role & Growth in Healthcare and Tourism Industry	<u>Module IV</u> Banking And Financial Markets: Banking Sector; Recent Trends, Issues & Challenges in Banking & Insurance Industry	<u>Module IV</u> Money Market- Structure, Limitations and Reforms	<u>Module IV</u> Capital Market Structure Limitations and Reforms	Revision of syllabus, Discussion, Explanation of the Question paper pattern & practice of Previous years Question Papers

Aarti Prasad

Dr Aarti Prasad
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 Department of Business Economics

Date: 7th August 2020



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Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
T.Y.B.Com. Semester VI															
T.Y.B. Com	Module I Theories of International Trade – Ricardian Theory of Comparative Costs	Module I Heckscher-Ohlin Theory of International Trade	Module I Terms Of Trade – Types and Limitations	Module I Gains From International Trade- Offer Curves And Reciprocal Demand	Module II Commercial Trade Policy – Free Trade and Protection: Pros and Cons	Module II Tariff & Non-Tariff Barriers: Meaning, Types and Effects	Module II International Economic Integration: Types & Objectives: Eu, Brexit, Asian	Module III Balance Of Payment: Meaning, Structure, Types of Disequilibrium	Module III Causes & Measures to Correct Disequilibrium in Bop	Module III WTO - Recent Development In TRIPS, GATS AND TRIMS	Module IV Foreign Exchange Market: Meaning, Functions, Determination of Equilibrium Rate of Exchange	Module IV Purchasing Power Parity Theory, Spot & Forward Exchange Rates, Arbitrage	Module IV Role Of Central Bank in Foreign Exchange Rate Management	Module IV Managed Flexible Exchange Rate System	Revision of syllabus, Discussion, Explanation of the Question paper pattern & practice of Previous years Question Papers

Aarti Prasad

Dr Aarti Prasad
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Date: 10th Jan 2021



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