

F.Y. B.Com.
Compulsory Paper
Subject Name :- Business Economics (Micro)

Objectives :

1. To expose Students of Commerce to basic micro economic concepts and inculcate an analytical Approach to the subject matter.
2. To stimulate the student interest by showing the relevance and use of various economic theories.
3. To apply economic reasoning to problems of business.

Semester - I

Unit No.	Topic	No. of Lectures
1	INTRODUCTION. 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	12
2	DEMAND ANALYSIS 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 Behaviour a) Utility- Meaning, Concept, Features and The law of diminishing Marginal Utility b) Indifference Curve Analysis:- Concept, Characteristics and	12

	<p>Consumer Equilibrium</p> <p>3) Simulating market situation</p> <p>4) Controlled Market Experiments</p> <p>ii) Indirect Methods</p> <p>1) Simple correlation</p> <p>2) Trend Projections</p>	
3	<p>Demand Estimation and Forecasting</p> <p>3.1 Demand Estimation and Forecasting</p> <p>a) Meaning and objectives of Demand Forecasting</p> <p>b) Methods of Demand Forecasting</p> <p>i) Descriptive Analysis of</p> <p>a) Direct Methods:</p> <p>1) Consumer Survey</p> <p>2) Expert opinion</p> <p>3) Simulating market situation</p> <p>4) Controlled Market Experiments</p> <p>b) Indirect Methods</p> <p>1) Simple correlation</p> <p>2) Trend Projections</p>	08
4	<p>PRODUCTION AND COST ANALYSIS</p> <p>4.1 Production Function – Meaning</p> <p>4.2 Law of Variable Proportions - The Three Stages</p> <p>4.3 Law of Returns to Scale - The Three Stages</p> <p>4.4 Economies and Diseconomies of Scale – Internal and External</p> <p>4.5 Cost Analysis – Types of Costs</p> <p>a) Types of Costs</p> <p>1) Total cost</p> <p>2) Average Cost</p> <p>3) Marginal Cost</p> <p>4) Opportunity cost</p> <p>5) Economic Cost</p> <p>6) Accounting Cost</p> <p>b) Behaviour of Cost Curves</p> <p>1) In the Short Run</p> <p>2) In the Long Run</p>	16
	TOTAL	48
Semester - II		
5	<p>REVENUE BEHAVIOUR</p> <p>5.1 Revenue Concepts-Meaning, Concepts and Importance</p> <p>5.2 Relationship between Total Revenue, Average Revenue and Marginal Revenue</p> <p>5.3 Concept of Break Even Point</p>	08

6	PRICING UNDER VARIOUS MARKET CONDITIONS 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	20
7	FACTOR PRICING 7.1. Classification and Features of Factors of Production 7.2 Rent a) Theories of Rent i) Ricardian Theory of Rent ii) Modern Theory of Rent 7.3 WAGES - i) Backward sloping Supply curve of Labour. ii) Concept of Collective Bargaining 7.4 INTEREST - a) Theories of Interest – i) Loanable Fund Theory of Interest ii) Keynes Liquidity Preference Theory of Interest 7.5 PROFIT - a) Theories of Profit – i) Risk and Uncertainty Theory of Profit ii) Innovation Theory of Profit iii) Dynamic Theory of Profits	20
Total		48

Recommended Books :

1. Economics – Samuelson P. A. and Nordhaus W. D. TataMcGraw Hill Publishing Co. Ltd. N.Delhi.
2. A text Book of Economic Theory – Stonier A. W. and Hague D. C. Longman Green and Co. London
3. Business Economics – V. G. Mankar, Macmillan India Ltd. N. Delhi.
4. Vyavasaik Arth Shastra (Sukshm) Dr. T. G. Gite, Atharv Publication. Pune
5. Modern Micro Economics – Theory and Applications H.L. Ahujna S. Chand and Co Ltd. N Delhi.
6. Business Economics – Dr. Girija Shankar – Atharv Publication, Pune.
7. Principals of Economics – N.Gregory Mankiw 6th edition 2012 Cengage learning india pvt ltd Delhi
8. Understanding Microeconomics- Robert L. Helibroner and Lester C. Thurow. Prentice Hall International Inc. London.
9. Micro Economic Theory An Analytical Approach – J M Joshi and R. Joshi Wishwa Prakashan (Division of Wiley Eastern Limited) N. Delhi.
10. Business & Managerial Economics (in the global Context) Sampat Mukherjee. New Central Book Agency, Calcutta.
11. Micro Economics Theory and Application D.N.Dwivedi Second Edition PEARSON.

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Syllabus 2019-20
Subject: Fundamentals of Banking

Expected Outcomes:

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.

Semester I		
Sr.No.	Topic	No. of Lectures
1	Evolution of Banking In India	10
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	
2	Fundamental Operations of Banks	16
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	
3	Principles of lending, Credit Creation and Balance sheet of a Bank	16
3.1	Principles of Lending	
3.2	Multiple Credit Creation- Principles, Process and Limitations	
3.3	Balance sheet of a Commercial Bank	
4.	Methods of Remittances	6
4.1	Traditional Instruments- Drafts, Cheques and Truncation	
4.2	Modern Methods- RTGS, NEFT, Payment Gateway, IMPS, UPI	
4.3	International Remittances- SWIFT	
	Total Lectures	48
Semester II		
5.	Negotiable Instruments	
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	
6.	Technology in Banking	12
6.1	Need and Importance of Technology in Banking	
6.2	Core Banking Solutions	
6.3	Technological Innovations in Banking	
7.	Indian Banking in Global Perspective	12
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	
8.	Review of Monetary Policy of RBI in Preceding Year Annual Report of RBI in Preceding Year	12
	Note: The syllabi of this chapter will change every year automatically.	
	Total Lectures	48

Recommended Books

1. Practice and Law of Banking- G.S.Gill
2. Banking: Law and Practice- P.N. Varshney
3. Banking: Theory and practice- E.Gordon, K. Talraj
4. Banking: Law and practice in India- Tannan
5. Banking: Law and practice in India- Maheshwari
6. Fundamentals of Banking- Dr. G.V.Kayandepatil, Prof. B.R.Sangle, Dr.
7. G.T.Sangle, Prof. N.C.Pawar