

SAURASHTRA UNIVERSITY



RAJKOT

ECONOMICS

CBCS - NEW SYLLABUS

B.COM.

SEMESTER : 1 & 2

(F.Y.B.COM.)

(વર્ષ : ૨૦૧૯-૨૦ થી ક્રમશઃ અમલમાં)

B.COM. Semester-I

Principles of Micro Economics – I (CORE)

Objective -

1. Provide strong foundation courses in Micro Economics
2. The development of critical thinking skills and the accumulation of factual knowledge.
3. The development of an understanding of Micro Economic theory and their application to the economic sub fields.
4. To aware the students able to identify and explain economic concept and theories related to the behaviour of economic agents, markets, industry and firm structures.

Unit	Content	No. Of lectures
I	Business Economics :	11
	- Definitions, nature and scope, business economics and economics theories.	
	- Types of business decisions.	
	- Basic concepts of Economics	
	- Incremental concept	
	- Concept of Equi-Marginal	
	- Discounting Principle	
	- Utility of above concepts in decision making	
II	Concept of Elasticity	11
	- Definition, Factors, Importance and types of price elasticity, concept and types of Income and cross elasticity of demand, use of concept of elasticity in business decision.	
III	Production Analysis	13
	- Concept, Nature, and types, of production function, laws of variable proportion	
	- Economies of scale Iso-quant curve, Iso-cost curve, optimum input combination,	
	- Marginal productivity theory of Distribution	
	- Use of marginal productivity theory in business decision.	
IV	Production cost analysis	10
	- Significance of production cost analysis, Concept of real cost, opportunity cost and monetary cost, cost output relationship with reference to time perspective, use of cost analysis in business decisions.	
Total		- 45

References :

1. Samuleson, Paul A. & Nordhaus, Economics
2. K.E. Boulding – A Reconstruction of Economics
3. J.R. Hicks value and capital.
4. Lionel Robbins – The nature & significance of Economic science
5. P.L Mehta – Managerial Economics
6. Varshney Maheswari – Managerial Economics

B.COM. Semester-II

Principles of Micro Economics – II (CORE)

Objective –

1. Provide strong foundation courses in Micro Economics
2. The development of critical thinking skills and the accumulation of factual knowledge.
3. The development of an understanding of Micro Economic theory and their application to the economic sub fields.
4. To aware the students able to identify and explain economic concept and theories related to the behaviour of economic agents, markets, industry and firm structures.

Unit	Content	No. Of lectures
I	Pricing analysis - I Market structure - Equilibrium and pricing of firm and group in short run and long run under perfect competition. - Monopoly – types, equilibrium and pricing of firm, Multiplan monopoly pricing and equilibrium of firm during different time perspective.	12
II	Pricing analysis – II - Price discrimination, types, conditions/possibility, profitability, evaluation of price discrimination - Monopolistic competition, equilibrium and pricing of firm and group during short and long period under monopolistic competition, excess capacity, evils	10
III	Pricing analysis – III - Selling costs – nature, inter-relationship of production cost and selling cost, effects of selling cost on demand curve. - Oligopoly – definition, features, kinked demand curve and price rigidity	10
IV	Distribution of national income – I - Modern theory of rent – quasi rent - Wage – monetary and real wage, factors affecting real wage, - Interest – meaning, definition, gross & net interest, factors affecting interest. - Demand and supply theory of interest. - Profit – Nature, principles of profit – risk, uncertainty, Innovation	13
Total		- 45

References:

1. Environment and entrepreneurs B.C Tandor
2. A Practical guide of industrial entrepreneurs
3. Dr.D.M Mithani, Micro Economics, Himalaya Publishing House.
4. Dr.D.M Mithani, Managerial Economics – Theory and Applications, Himalaya Publishing House
5. P.L. Mehta Managerial Economics

B.COM. Semester - I

Fundamentals of Entrepreneurship - I (CORE)

Objective -

1. As a specific objective, students learn to start up an ran a business in theory, lectures, case studies and business business plan prospect are used to promote entrepreneurship in classroom environments.
2. The goal is to learn to become entrepreneurial and to be active and responsible for one's own life and career.

Unit	Content	No. Of lectures
Unit : 1		15
	Introduction – Meaning, definitions and features of entrepreneur-Basic function with reference to leadership-Innovation-Risk-Bearing. Emergence of Entrepreneurial class origin and progress of entrepreneur in India problems of inadequate growth causes.	
Unit : 2		10
	Principles of Entrepreneurship’s behavior-concept of innovation-achievement motivation-imbalance creating propensity.	
Unit : 3		15
	Entrepreneurship : Meaning and definitions of Entrepreneurship , features & factors of Entrepreneurship, Theories of Entrepreneurship-Economic and Psychological Theories.	
Unit : 4		05
	Social responsibilities and Accountability Towards various group of society.	
		TOTAL - 45

References:

1. Entrepreneurship – Hisrich & Peters
2. Entrepreneurship Megabucks – Siner A David
3. Entrepreneurship - New Venture Creation - Holt
4. Venture Capital – The Indian Experiences – J. M. Pandey
5. Project Preparation, Appraisal and Implementation P. Chandra

B.COM. Semester - II

Fundamentals of Entrepreneurship - II (CORE)

Objective -

1. As a specific objective, students learn to start up an ran a business in theory, lectures, case studies and business business plan prospect are used to promote entrepreneurship in classroom environments.
2. The goal is to learn to become entrepreneurial and to be active and responsible for one's own life and career.

Unit	Content	No. Of lectures
Unit : 1		15
	Localization of Industrial Enterprise – various aspects for localization of industrial unit and responsibilities of an entrepreneur – Analysis of industrial opportunities – selection and importance of localization – factors of localization. Establishment of New Industrial Unit – Procedure – Importance & Necessities for new industrial unit –venture capital and seed capital.	
Unit : 2		10
	Environment aspects regarding business and industry – Economic and Technological competitive environment analysis.	
Unit : 3		10
	Contribution of Entrepreneurs – export promotion, creation employment & role of entrepreneurs on economic development – Regional balance and social stability. - Income of foreign currency.	
Unit : 4		05
	Entrepreneurship Development programme (EDPs) in India-objectives and need of EDP's Entrepreneurship development in Gujarat Women Entrepreneurship in India need and progress.	
		TOTAL - 45

References:

1. Entrepreneurship – Hisrich & Peters
2. Entrepreneurship Megabucks – Siner A David
3. Entrepreneurship - New Venture Creation - Holt
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5. Project Preparation, Appraisal and Implementation P. Chandra