

## **B.A (Hons) Business Economics**

### **Programme Outcome**

The course of Bachelor of Business Economics is designed into a structure which includes core subjects and elective papers. The theory papers and practical papers comprising the course help a student in understanding the business financial systems in the globalized world.

P01: To provide adequate basic understanding of economic and management theories to solve business problems

P02 : To prepare students to exploit opportunities being newly created in the business environment.

P03: To develop appropriate skills in students so as to make them competent and provide themselves self employment.

P04: To inculcate entrepreneurial skills

P05: To stimulate in students an interest in research and initiate them into research methodologies.

P06: To inculcate in students the spirit of team building.

P07: To make them understand finance and other core business content.

P08: To train students in communication skills effectively.

P09: To foster analytical and critical thinking minds for data based decision making.

P010: To provide an environment that facilitates all round development of student personality.

## **Course Outcome**

### **Semester I**

#### **C-1: MICROECONOMICS AND APPLICATIONS 1**

- To analyse the market behaviour by understanding the basic concepts of micro economics.
- To provide students with an understanding of the standard theoretical analysis of consumer and producer behaviour.
- To know the applications of theory of production and cost structure
- To study various forms of market structure and how they work to allocate resources and the optimal decision making for efficient outcome.
- To relate the concept with the corporate world such as cartels, oligopoly, economies of scale

#### **C-2 ACCOUNTING FOR MANAGERS**

- Comprehend company annual reports and understand the flow of information contained therein.
- Develop analytical skills associated with the interpretation of accounting reports.
- Become capable of systematically applying cost and applications; management accounting concepts in real life situations.
- Develop judgmental skills associated with the use of accounting information in decision making.
- The course aims at acquainting students with the fundamentals of financial, cost and applications; management accounting and their various techniques while providing a thorough grounding in the key principles of accounting.

## **SEMESTER 2**

### **C3 MICROECONOMICS AND APPLICATIONS - II**

- i) To analyse a firm's profit maximising strategies under the various oligopoly models.
- ii) Explaining the role of game theory in understanding the behaviour of oligopolies and its relevance in the present scenario.
- iii) To understand efficient allocation of inputs through General equilibrium analysis.
- iv) To analyse the conditions of economic welfare and analyse the factors that determine welfare.
- v) Identify the causes of market failure to provide efficient outcome.

### **C4 MATHEMATICS FOR BUSINESS ECONOMICS**

Students after completing this course will be able to:

- i) Build its mathematical base which is necessary for other courses.
- ii) Use its mathematical knowledge in business decision making.
- iii) Make and refute arguments by her mathematical understanding.

## **SEMESTER 3**

### **C- 5 MACRO ECONOMICS AND APPLICATIONS-I**

- The course introduces and makes the students understand some basic macro-economic concepts like what National Income is, how is it calculated in different countries and why there has been a debate with respect to the components that should be included in the calculation of National Income.
- To help them understand the basics, related to three major markets of an economy- Financial market, Goods market and the Labor market. To enable them to understand the role of rate of interest and money demand and supply in financial market, importance of demand and supply of goods in the goods market via the IS-LM model. It also aims at making the students understand how the various Fiscal and Monetary tools can be used by the government to correct any disequilibrium in the economy.

- To make them known the interconnectivity and influential role of production sector on the total money circulating in an economy and how they together affect the aggregated demand and supply of an economy , both in the short and long run.
- The course aims to explain to the students the role played by the labor market in influencing the wages in an economy and how labor market is interrelated to the financial and good market, of an economy.
- After doing this course the students will be able to explain how growth rate and unemployment rate of an economy are related via Okhu's law. It will also help students to grasp the concepts of Phillips curve, Modified Phillips curve and its mutations.
- Students through this course will also be able to know the occurrence of another important phenomenon of any economy called as business cycles. The course aims to make them aware about the various debates as to why business cycles occur and how they can be corrected in any economy.

### **C-6 STATISTICS FOR BUSINESS ECONOMICS**

- The course covers the basics of probability theory ,statistical inference and Index numbers
- The familiarity with probability theory and statistical inference will be valuable for courses in econometrics and advanced microeconomic theory
- The course will help the student to understand the concept of random variables and some commonly used discrete and continuous distributions of random variables
- They will be able to estimate population parameters based on random samples and test hypotheses about these parameters
- An important learning outcome of the course will be the capacity to analyse statistics in everyday life.
- Students will be able to distinguish systematic differences among populations from those that result from random sampling

## **C – 7:CORPORATE FINANCE**

- To learn the role and objectives of financial management in business corporations.
- To focus on developing skills to analyse corporate behaviour during procurement and development of resources.
- To understand the concepts, vital tools and techniques applicable for financial decision making by a business firm.
- To analyse and compute the working capital requirement, cash management and dividend
- The course aims to provide basic concepts and knowledge with regard to corporate finance and its decisions. It will enable the students to understand the corporate issues and challenges in better manner.

## **SEC1 : BIG DATA ANALYSIS**

- To enhance the capability of students to handle big data
- Solve the business problems using Python programming.
- Analyse the data with the help of statistical methods using Python language.
- Can do projects related to business and real life situations using different data sets.
- To handle Pandas to analyse different companies prices.
- To analyse regression techniques using Pandas

## **SEMESTER 4**

### **C8 MACROECONOMICS AND APPLICATIONS – II**

- i) To understand basics of consumption function and different hypotheses regarding aggregate consumption behavior.
- ii) To be able to identify important determinants and differentiate between different models of investment.
- iii) To understand concepts relating to Balance of Payments and exchange rate determination under alternate exchange rate regime in an open economy.
- iv) To apply open economy macroeconomic IS-LM model and find out effectiveness of Monetary and Fiscal policies in the short run.
- v) To analyze open economy policy mix and its applicability to developing economies.
- vi) To derive aggregate demand and aggregate supply for an open economy and differentiate the policy effect in short run and medium run.
- vii) To identify and understand factors determining long run growth and inter- country variations in growth experience using Solow growth model.

viii) To introduce students to specific issues in monetary and fiscal policy such as Inflation targeting and Sustainability of Public Debt.

### **C9 BASIC ECONOMETRICS**

- i) Explain Key econometric concepts.
- ii) Formulate simple econometric models
- iii) Interpret the regression results obtained from software packages.
- iv) Identify the errors in regression models and rectify the same.
- v) Analyze the suitability of the data for solving the problem at hand

### **C10 MARKETING MANAGEMENT**

- i) Explain how organisations effectively use the marketing mix often called the four P's of marketing to market to their target customers.
- ii) Apply the knowledge, concepts and tools such as Michael Porters model, BCG matrix, Ansoff matrix and SWOT Analysis to understand the challenges and issues of marketing in a competitive environment.
- iii) Define important terms like brand, brand identity, brand equity and brand repositioning and how to devise a successful branding strategy.
- iv) Predict the costs and benefits associated with different pricing strategies and marketing channels for the marketers.
- v) Classify the common methods used for integrated marketing communication like advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth and public selling.
- vi) Correctly represent and outline measures taken by the companies to encourage ethical behaviour and rightly demonstrate their social responsibility.

### **SEC 3 RESEARCH METHODS AND STATISTICAL PACKAGES**

- i) Assess the roles of the researcher and the informant in the research process and be in a position to apply qualitative and quantitative research methodology.
- ii) Apply the probability rules and basic concepts relating to discrete and continuous random variables studied in core theoretical subjects in making effective business and economic decisions. Provide understanding of appropriate statistical techniques for summarizing and displaying business and economic data.
- iii) List a variety of formal inference procedures like correlation, regression, t-test and analysis of variance test which helps in statistical reasoning and performing exploratory analysis of data. Identify statistical tools needed to solve various business problems.
- iv) Perform the basic qualitative and quantitative data analysis in a clear concise and understandable manner with an in-depth, faster and accurate univariate, bivariate and multivariate data analysis.

## **SEMESTER 5**

### **C-11: QUANTITATIVE TECHNIQUES IN MANAGEMENT**

1. To help in understanding optimization techniques.
2. Helps in analysing cost minimisation through transportation techniques.
3. To analyse the project evaluation techniques through CPM/PERT.
4. To understand the problem solving through dynamic programming.
5. Helps in understanding the concept of game theory.
6. To understand the applications on credit rating, brand switching, predicting future market shares by Markov Process.
7. Helps in analysing applications to production planning and Advertising media selection.

### **C – 12: ORGANISATIONAL BEHAVIOUR**

- Understand psychology theories and research at individual, group and organizational levels.
- Analyze how these theories and empirical evidence can help to understand contemporary organizational issues.
- Understand organizational behaviour and management practices by examining psychological principles.
- Imbibe the critical evaluation of organizational practices and their impact on work behaviors, attitudes and performance.
- Apply theories to practical problems in organizations in a critical manner.
- To give a general orientation to the student about the different forms of organizations (business and non business) and business environment, which will enable better appreciation and understanding of the human resource function.

### **DSE – IV ECONOMIC GROWTH AND DEVELOPMENT**

The course is a Discipline Specific Course paper being offered under the curriculum of Business Economics. After explaining the basic concepts in the previous semesters , this paper aims at initiating a thoughtful process among the students.

- It compels students to critically think and analyze how and why the concepts of growth and development have changed over time .

- It helps them to understand why different countries grow at different rates. What is the contribution of technology and how population growth can be used for development process?
- Why some countries are categorized as developing and others as developed or underdeveloped and the various factors that can initiate growth and keep it growing steadily.
- To understand how education and health complement each other in the development process.
- To be able to judge the role of human capital, as a tool of sustainable growth and development of a country and learn how policies should be drafted for ensuring a continuous path of growth.
- To explain briefly how international trade, can be an engine of growth?
- Introduce the concepts of inwards and outward looking policies thus initiating the debate of which policy should be followed by a country, while operating globally.

#### **DSE – IV INDUSTRIAL ECONOMICS**

Industrial Economics is an application-based Discipline Specific Course being offered under B.A (H) Business Economics program. The main aim of this paper is to give the students an insight into the working of the industries of any country.

- The course introduces the concept of industrial structure to the students and what can be its various types in the real-world situation and thus will help them in formulation of the policies of the firms where they are employed as managers.
- The course also explains them the various operational strategic options available to them as managers when their firm decides to enter an existing industry.
- It also tries to explain why investing in research and development is important for any firm if it wants to establish and grow in an industry.
- The application- based project given to the students every year enables them to understand working of a firm, as to how it changes its operational strategies to face tough competition from its rival firms.

## **SEMESTER 6**

### **C13 INDUSTRIAL ORGANISATION**

- i) To understand the origin and methods of Industrial Organization.
- ii) To analyse firm behavior and interaction in oligopolistic markets through the basic components of the Structure-Conduct-Performance paradigm.
- iii) To understand how the ‘theory of the firm’ can be applied to firm interaction and strategic behavior.
- iv) To understand the importance of “interdependence” that characterizes the firm’s decision in markets.
- v) To learn about the importance of regulatory public policy in ensuring consumer welfare in imperfectly competitive/oligopolistic markets.
- vi) To use game theory to understand firm behavior and interaction in oligopolistic markets.

### **C14 LEGAL ASPECTS OF BUSINESS**

- i) Understand business legislation and need for amendment of old laws.
- ii) Understand the laws applicable to business and apply their knowledge of laws in recent/ different business cases.
- iii) Appreciate different branches of law applicable in specific conditions.
- iv) Identify the need and application of laws in commercial situations

### **DSE 5A CONSUMER BEHAVIOUR AND ADVERTISING**

- i) To recognize the theories of personality and appreciate their working in advertisements
- ii) To learn how human biases influence consumer perception of brand advertisement and to appreciate how attitudes influence purchase.
- iii) To understand how Innovative products receive acceptability in the market.
- iv) To gain insight into the working of advertising agencies.
- v) To analyze and interpret the advertisement objectives, appeals and formats.
- vi) To understand the use of creative briefs for creating effective advertisements meeting pre-identified advertising goals.

## **DSE 6A INTERNATIONAL ECONOMICS**

- i) To understand basic concept and origin of International economics through the prism of classical and new classical trade theories
- ii) To understand different terms of trade and their applicability
- iii) To differentiate between Modern and Classical Trade theories.
- iv) To derive offer curve of a nation using general equilibrium approach o
- v) To analyze how demand and supply changes affect countries Term of Trade. To understand how international trade impact factor prices.
- vi) To understand the different trade instruments.
- vii) To analyze the effect of tariff and non- tariff barriers using the partial equilibrium approach.
- viii) To grasp theory of custom unions and its different model.
- ix) To know different components of Balance of payments and theories of balance of payments
- x) To gain knowledge about WTO and its roles.
- xi) To know about recent developments in trade talks under WTOs ministerial conferences.

## **DSE 6B ENVIRONMENTAL ECONOMICS**

- i) Understand the current developments in environmental economics
- ii) Explain the basic terminologies of environmental economics
- iii) Explain how economic principles can be applied to various environment related problems.

