

DEPARTMENT PROFILE

- B.A (Hons) Business Economics is a prestigious professional course managed and run by the Faculty of Applied Social Science and Humanities, South Campus, University of Delhi whereby the students are allotted colleges after clearing an all India entrance exam. Apart from nine other colleges of DU our college has been running this course successfully since 1996. In our college it is managed by the Department of Economics.
- Through this course the department strives to provide a perfect blend of practical, analytical, and theoretical tools to imbibe proficient capabilities in students to analyse data and information for sound policy formulation and decision making. The highly experienced teachers equip the students with tools and principles relating to subjects such as Statistics, Finance, Marketing, Economics, Econometrics with relevant software to keep abreast with the changing economic scenario and globalisation of business. As our objective is quality over quantity, we make sure that the student teacher ratio is maintained around 40:1.
- Number of teaching Posts: 3

Papers Taught

Core Papers

- C1 Microeconomics and Applications- I
- C2 Accounting for Managers
- C3 Microeconomics and Applications - II
- C4 Mathematics for Business Economics
- C5 Macroeconomics and Applications – I
- C6 Statistics for Business Economics
- C7 Corporate Finance
- C8 Macroeconomics and Applications – II
- C9 Basic Econometrics
- C10 Marketing Management
- C11 Quantitative Techniques for Management
- C12 Organization Behaviour
- C13 International Economics
- C14 Legal Aspects of Business

Skill Enhancement Courses (SEC)

SEC 1 Introduction to Big Data Analysis

SEC 2 Personality Development & Interpersonal Skills

SEC 3 Research Methods and Statistical Packages

SEC 4 Entrepreneurial Skills

Discipline Specific Elective Course (DSE)

Group 1: Finance

DSE 1A Security Analysis and Portfolio Management

DSE 1B Derivatives and Currency Markets

DSE 1C Indian Financial System

Group 2: Quantitative Techniques

DSE 2A Applied Econometrics

DSE 2B Topics in Mathematics

Group 3: Economics

DSE 3A Economic Growth & Development

DSE 3B Indian Economy

DSE 3C Industrial Organisation

DSE 3D Environmental Economics

Group 4: Ventures

DSE 4A New Ventures Planning and Implementation

DSE 4B Strategic Management

Group 5: Marketing

DSE 5A Consumer Behaviour and Advertising

DSE 5B Marketing Analytics

General Elective papers –Interdisciplinary

GE 1 Dynamics of New Ventures

GE 2 Digital Marketing

GE 3 Statistical Techniques

GE 4 Contemporary Issues in Indian Economy

GE 5 Fundamentals of Finance for Business

GE 6 International Business

Seminars/ Webinars: As the aim of the course is to impart in-depth knowledge and understanding of the subject, the department occasionally keeps on organising knowledge sharing events like seminars, webinars and special lectures, both at college and national levels. A few of such seminars held in the past were- a lecture on “Greece Crisis” (2015), National Seminar on “Make in India” (2016), National Seminar on “25 years of Economic Reforms – Issues, Impact and Challenges” (2017), Lecture on “Trade wars and Retaliation” (2018), Lecture on “Startups and Government Policies” (2019). Nation-wide lockdown could not hamper our spirits and stop the learning process and we organized a webinar on “ The Implications of COVID caused lockdown for Indian Economy”, (2020). These events covered topics related to diverse fields of economics, finance, management, and trade etc.

Industrial Visits: To give an insight of the internal working environment of the company, industrial visits are also organised every year by the department. These visits provide an insight on how companies work and provides useful information related to the practical aspects of the course which cannot be visualized in lectures. In the past the students have visited various local and national level industries like Maruti Udyog Ltd-Manesar, Parle-G Industries - Neemrana, Northern Plywood Industries-Uttarakhand, Yakult Danone India Pvt Ltd, Kashi Textile Mill – Kashipur, SARAS Milk Plant – Jaipur, Surya Industries- Nanital etc.

Interactive Programmes: To ensure holistic development of the students the department has also been organising various career guidance and interactive sessions with experts in their field. In 2016, the Department organised a discussion on “What after Graduation”. This was followed by an orientation programme on “Artificial Intelligence” and “How to do well in Personal Interviews” in 2017. In 2019 we organised a seminar on “Professional courses and its scope” and a workshop for students on Canva. These enabled them to prepare themselves for their future endeavours of life- academic and non-academic. Occasional interactions during orientation programmes of the department, with Business Economics alumni, has enabled students to better understand the course and its prospects. Another one day event organised by the department every year is Emanation- The Annual Fest. On this day various academic competitions are held like case studies, role play, Quiz, Mock stock, Debate etc.

Social media Interaction: The departmental students have been highly active in organising and participating in various events being held on social media like Twitter, Instagram, and Facebook. An annual online event “Manzar” is organised by the department every year which includes a series of events. So far, this year, we have organised-Brainiac, Marketo-Flex and Godfather, all these events are related

to business, finance, economics, marketing and international relations. Apart from this the department holds an online event every Monday by the name of Trivia in which a quiz related to different topics is conducted.

Evaluation, Performance and Placements: The department follows a continuous evaluation system to evaluate the performance of its students by giving assignments, holding quizzes, projects related to economic and business topics. The department conducts its internal exam, as per the pattern of final exams, every semester thus helping students to thoroughly prepare for their final exams. The academic achievements of students of Business Economics have been consistently high over the last so many years. Majority of them continue to get overall first division and distinction in individual papers. Previous years passed out students are well placed in companies like iEnergizers, Broadcast2World, ICICI Bank , Genpact, ICICI Bank, PNB Metlife, etc.

Recent Workshops/ Seminars/Activities organized (2018– 19)

- The Department of Economics/Business Economics started the session with a talk by **Mr Gagandeep Singh**, the Global Operational Excellence manager at Wood Shared Services.
- A Talk on ‘Recent Trade Wars and Retaliation by Dr. Divya Jain and Dr. Kirti Khanna on 4 April 2019.
- A Talk by IBS on “Artificial’ Intelligence” was organised in February,2019
- Seminar on ‘How to improve employability of students’ was conducted by Dr. Sonali Yadav who specializes in 'NSE Embedded Technical Analysis Tool' and 'E-views Software' for forecasting stock market momentum on 8th February 2019.