

As Per NEP 2020

UNIVERSITY OF MUMBAI



Title of Program

B. Com.(Business Economics)

- A - U.G. Certificate in B. Com. (Business Economics)**
- B- U.G. Diploma in B. Com. (Business Economics)**
- C- Degree in B. Com. (Business Economics)**
- D- B. Com. (Business Economics) (Hons.)**
- E- B. Com. (Business Economics) (Hons. With research)**

Syllabus for

Semester – I and II

Ref: GR dated 20th April 2023 for Credit Structure of UG

(With Effect from the Academic Year 2024-25 Progressively)

SYLLABUS

Mandatory Course – 1

Programme Name: B. Com.(Business Economics)

Course Name: Microeconomics-I

Total Credit:4

University Assessment: 100 Marks

Pre-Requisite:This course provides students with a fundamental understanding of the key principles and concepts in business economics. Through a combination of theoretical knowledge and practical examples, this course equips students with the analytical tools necessary to make informed economic decisions in a business context.

Course Objectives:

- To Understand the fundamental principles of microeconomics and their relevance to business decision-making.
- To Analyze and interpret demand and supply dynamics in different market structures and use this knowledge to make pricing and market strategy decisions.
- To Comprehend the production processes, cost structures, and optimization techniques that businesses employ to maximize efficiency and profitability.
- To Explore the role of information in economics, understanding concepts like asymmetric information and its impact on market behavior and decision-making.

Course Outcome:

CO1: To apply economic principles to analyze and solve real-world business problems effectively.

CO2: To make informed pricing and market strategy decisions by assessing demand and supply dynamics.

CO3: To understand production processes and cost structures to enhance business efficiency and profitability.

CO4: To use the knowledge of economics of information for business decision-making, allowing them to make more informed choices in an information-driven world.

Modules	Units	Lecture Hours
1: Introduction	Meaning and features of microeconomics.	15
	Mankiw's Ten Principles of Economics.	
	Process of decision making- Homo Economicus and Bounded Rationality- decision making with respect to investment, growth and expansion and acquiring and keeping customers.	
2: Demand and Supply Analysis	The Market demand curve- The determinants of market demand.	15
	The Market supply curve- Determinants of market supply.	
	Elasticity of demand and elasticity of supply- Using elasticities in business decisions.	
3. Production and Cost Analysis	Production function, Production isoquants and their properties, Isocost Lines-Least Cost Combination of Factors- Returns to Scale.	15
	Meaning and types of Cost (Note- Only meaning to be explained along with examples Economic Cost, Accounting Cost, Sunk Cost, Private Cost, Social Cost, Recurring Cost, Non-recurring Cost, Incremental Cost, Real Cost, Book Costs and Life Cycle Costs)-Short-run and Long-run cost curves.	
	Economies of Scale and diseconomies of Scale, Economies of Scope and Learning or Experience Curves.	
4. An Introduction to Economics of Information	Information Economics- Meaning and role in decision making and the challenge of asymmetric information in business decision making.	15
	Adverse Selection- Meaning and using George Akerlof's "Market for Lemons" problem for	

	highlighting the consequences of information asymmetry.	
	Moral Hazard-Meaning, examples from the business world and ways of overcoming it.	

Reference Books:

1. Christopher Thomas and Charles Maurice: Managerial Economics-Foundations of Business Analysis and Strategy, 12th Edition, McGraw Hill, 2020, New Delhi.
2. Dominick Salvatore and Siddhartha Rastogi: Managerial Economics-Principles and Worldwide Applications, Oxford University Press, 8th Edition, 2017, New Delhi.
3. H L Ahuja: Business Economics-Microeconomic Analysis, 13th Edition, S. Chand, 2016, New Delhi.
4. Ivan Png: Managerial Economics, 5th Edition, Routledge, 2016, New Delhi.
5. Michael R. Bye: Managerial Economics and Business Strategy, 4th edition, McGraw Hill, 2003.
6. N. Gregory Mankiw: Principles of Economics Cengage,6th edition, 2017, New Delhi.
7. N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: Business Economics, 1st Edition, 2013, Cengage Learning.
8. R. Panneerselvam, P. Sivasankaran and P. Senthilkumar: Managerial Economics, 1st Edition, Cengage, 2018, New Delhi.
9. Robert Pindyck and Daniel Rubinfeld: Microeconomics, 8th Edition, Pearson, 2018, New Delhi
10. Suma Damodaran: Managerial Economics, Oxford University Press, 2nd edition, 2010, New Delhi.

INTERNAL CONTINUOUS ASSESSMENT: 40%

Continuous Evaluation Pattern		
1.	Class Test based on objectives on-line/offline	20 marks
2.	Assignment/ Project / Presentation	20 marks
3.	Book review/Newspaper review (in any language)/ Case Study writing	20 marks
	Take best of TWO out of THREE from above	40 Marks

SEMESTER END EXAMINATION: 60%

Format of Question Paper		
Time: 2 Hours		Mark: 60
Note: 1. Attempt any Four questions out of Five . 2. Figures to the right indicate full marks.		
Q1	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q2	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q3	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q4	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q5	Write Short Notes (Any 3)(5 Marks Each)	15 Marks
A.		
B.		
C.		
D.		

As Per NEP 2020

University of Mumbai



Title of the program

- A-U.G. Certificate in Management Studies 2024-25**
- B-U.G. Diploma in Management Studies 2025-26**
- C-Bachelor of Management Studies 2026-27**
- D-Bachelor of Management Studies (Hons.) 2027-28**
- E-Bachelor of Management Studies
(Hons. with Research) 2027-28**

Syllabus for

Semester – Sem I to II

Ref: GR dated 20th April, 2023 for Credit Structure of UG

**(With effect from the academic year 2024-25
Progressively)**

Mandatory 1

Programme Name: BMS (Bachelor of Management Studies)

Course Name: Principles of Management -I

Total Credits: 04

Total Marks :100

University assessment :60

College assessment :40

Learning Objectives:

- a) To enable the learners to understand the basic concepts & functions of management
- b) To acquaint the learners with the theoretical perspective of management & its practical applications.
- c) To explore and understand the changing organization structures.

Course Outcomes:

- CO1) Learners will remember & understand the basic concepts of management.
- CO2) Learners can apply & strategically analyse the domains of managerial practices.
- CO3) Learners will evaluate & create a roadmap to derive concrete managerial solutions.

Module 1:

Unit 1: Introduction to Management & Managerial Thoughts

- a. Concept & Features of Management – 6M's of Management — Need for management in business & non-business organizations
- b. Functions of Management - Levels of Management – Management Competencies & Skills.

Unit 2: Management Thoughts

- a. Peter Drucker's Analysis Thoughts - Scientific Management Theory by F.W Taylor – Administrative Management Theory by Henri Fayol – Human Relations Theory by Elton Mayo & Hawthorne Experiments - Henry Mintzberg Managerial Roles.
- b. Indian Management Thoughts – Contribution of Kautilya & Mahatma Gandhis Principle of Trusteeship.

Module 2:

Unit 3: Functions of Management -I

- a. Planning – Meaning – Significance – Components (Strategic, Single Use & Stranding Plans) Decision Making – Concept – Essentials of sound decision making – Techniques.

- b. Organising – Concept – Importance -Types of Organization Structure -Line & Staff, Matrix Organization Structure – Features – Formal v/s Informal

Unit 4: Functions of Management -II

- a. Virtual Organizational Set Ups – A pre requisite to Gen Z – Challenges -- Span of Management – Factors, Tall & Flat Organization- Features –
- b. Departmentation – Concept – Bases - Staffing – Concept – Process of staffing - Decentralization – Factors – Centralization v/s Decentralization of Authority

References:

- *Principles of Management, Tripathi Reddy, Tata Mc Grew Hill*
- *Management Text & Cases, VSP Rao, Excel Books, Delhi*
- *Management Concepts and OB, P S Rao & N V Shah , AjabPustakalaya*
- *Essentials of Management, Koontz II & W , Mc. Grew Hill , New York*
- *Principles of Management-Text and Cases -Dr..M.SakthivelMurugan, New Age Publications*
- *Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGrawHill,PublishingCo.Ltd.*
- *Management – JamesA.F.Stoner, Prentice Hall, Inc .U.S.A.*
- *Management: Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.*
- *Essential of Database Management Systems -AlexisLeon ,MathewsLeon Vijay Nicole, Imprints Pvt Ltd.*
- *Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.*

Mandatory 1

Programme Name: BMS (Bachelor of Management Studies)

Course Name: Bhartiya Theory of Management Styles

Total Credits: 02

Total Marks :50

University assessment :30

College assessment :20

Learning Objectives:

- a) To explore the learners with the concepts & terminologies of Bhartiya theories.
- b) To understand the need & implications of management styles of Bhartiya Theory.
- c) To acquaint with the information of Bhartiya theory & it's unique management styles.

Course Outcomes:

CO1) Students will understand Bhartiya theory of management

CO2) Students will apply & adopt the management styles of Bhartiya management.

CO3) It will create learner centric approach through holistic development of the students.

Module 1:

Unit 1 Introduction of Bhartiya theory of Management styles

- a) Definition of Bhartiya Management, evolution of Bhartiya/Indian Management, Management Styles based on Ancient Indian Wisdom,
- b) Concept and features of management styles, need of management styles, types of management style, Difference between Management and Leadership.

Module 2:

Unit 2 Six Universal Management Styles of Bhartiya Theory

- a) Purpose of Management – Contemporary Thought, Management by Self-Transformation, Management by Good Counsel, Management by Time
- b) Management by Luminous Unactivity, Management by Passionate Activity, and Management by Indolent Activity, Benefits and Bhartiya theory,

References:

- ***Puri Vivek. (2020). Bharatiya (Indian) Theory Of Management Styles – Part I. Sage Publication.***
- ***(Indian) Theory of Management Styles AIMA Journal of Management & Research, May 2021, Volume 15 Issue 2/4, ISSN 0974 – 497 Copy right© 2021 AJMR-AIMA***
- ***Subhash Sharma. (2019). Evolution of Indian Management/ Bhartiya Management. Reva university Bangalore.***
- **<https://swarajyamag.com/ideas/the-notion-of-bharatiya-management>**
- **<https://cessedu.org/sites/cessedu.org/files/National%20Workshop%20on%20Bharatiya%20Management.pdf>**
- **<https://www.linkedin.com/pulse/traditional-management-concept-evolution-indian-ethos-anjum>**