



## **Bachelor of Arts (Hons) Business Economics**

### **Learning Outcomes**

#### **SEMESTER -I**

#### **DSC 1: INTRODUCTORY MICROECONOMICS**

##### **Learning Objectives**

The Learning Objectives of this course are as follows:

- To expose students to the basic principles of microeconomic theory of the course (if any) NIL To emphasis on the fundamental economic trade-offs and allocation problems due to scarcity of resources
- To use graphical methods to illustrate how microeconomic concepts can be applied to analyze real-life situations.

##### **Learning outcomes**

The Learning Outcomes of this course are as follows:

- By studying the course, the students will understand economic trade-offs and opportunities.
- By studying the course, the students will understand the fundamentals of market mechanisms and government interventions.

#### **DSC 2: BASIC MATHEMATICS FOR PASS ECONOMIC ANALYSIS**

##### **Learning Objectives**

The Learning Objectives of this course are as follows:



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The objective of the course is train basic algebras that enables the study of economic theory at the undergraduate level, specifically the courses on microeconomics, macroeconomics, statistics and econometrics set out in this syllabus. In this course, particular economic models are not the ends, but the means for illustrating the method of applying mathematical techniques to economic theory in general. It contains understanding of basic functions, relations, real number systems, set operations, linear algebras and matrix operations used in economics.

### Learning outcomes

The Learning Outcomes of this course are as follows:

- The course equips the students with exposition of economic problems with formal pre-situations algebraically and offers solution techniques to find equilibrium analysis.
- These tools are necessary for anyone seeking employment as an analyst in the corporate and policy framing world.

### DSE-3: INTRODUCTORY MICROECONOMICS

#### Learning Objectives

The Learning Objectives of this course are as follows:

- To expose students to the basic principles of microeconomic theory of the course (if any) NIL
- To emphasis on the fundamental economic trade-offs and allocation problems due to scarcity of resources
- To use graphical methods to illustrate how microeconomic concepts can be applied to analyze real-life situations

### Learning outcomes

The Learning Outcomes of this course are as follows:



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- By studying the course, the students will understand economic trade-offs and opportunities.
- By studying the course, the students will understand the fundamentals of market mechanisms and government interventions.

## SEMESTER -II

### DSC-4: MACROECONOMICS – I

#### Learning Objectives

This course aims at inculcating basic understanding of the fundamentals of macroeconomics. It will enable students to identify major macroeconomic issues, their applicability to the real economy.

#### Learning outcomes

By studying this course, the students will be able to:

- To understand the basic concept of circular flow of income in four sector economies and different approaches to measurement of National Income.
- To introduce basic concepts of the money market including demand and supply aspects of money.

### DSC-5: FINANCIAL INSTITUTIONS AND MARKETS

#### Learning Objectives

This course provides an understanding of the existing financial institutions and markets in the Indian financial system. Students will be equipped with the knowledge of primary and secondary segments of the equity, money, and debt markets.



### Learning outcomes

By studying this course, the students will be able to:

- To understand the role of banking and non-banking financial institutions in India. To learn the methods for companies to raise funds in the primary market
- To use the methodology to create stock price indices in India.
- To analyze the process of issuance, trading, and settlement in equity, debt and money market instruments.

### DSC-6: STATISTICS FOR BUSINESS ECONOMICS -I

#### Learning Objectives

This course aims to introduce different kinds of data, its visual representation, and descriptive measures to analyse and describe times series data along with a theory and practice of indices.

#### Learning outcomes

By studying this course, students will be able to:

- To organize, manage, present data to gain proficiency in using statistical software for data analysis.
- To prepare a technical report/statistical analysis and interpret results to enhance the ability for broader implication of application in the statistical field.
- To conduct the survey in proper way to collect data on specific economic problem and to grasp different variety of probability/nonprobability sampling methods for selecting a sample from a population.
- To make intelligent judgments and informed decisions in the presence of uncertainty and variation.



## GE: INDIAN ECONOMY

### Learning Objectives

- The Learning Objectives of this course are as follows:
- This course introduces the economic problems related to the Indian economy by familiarizing them with the research studies on areas relating to economic development and policy in India with an emphasis on contemporary debates.

### Learning Outcomes

The Learning Outcomes of this course are as follows:

- The students will be able to learn the development paradigm adopted in India since independence and evaluate its impact on economic as well as social indicators of progress. Students will have the ability to explore current policy debates and contribute to policy making in an informed way using relevant databases.
- They will also learn how to conduct independent research in these areas

## GE: PRINCIPLES OF MACROECONOMICS I

### Learning Objectives

- The Learning Objectives of this course are as follows:
- This course introduces the basic concepts in Macroeconomics both in closed and open economy.
- It deals with the behaviour and characteristics of aggregate economy.
- This course introduces the definition, measurement of the macroeconomic variables like GDP, consumption, savings, investment and balance of payments.
- The course also discusses various theories and approaches of determining GDP.



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### Learning Outcomes

- The Learning Outcomes of this course are as follows:
- The students will learn the broad understanding of macroeconomic variables and their measurement issues like GDP, inflation, money supply, interest rate and their inter-linkages.
- It will also allow them to critically evaluate various macroeconomic policies and their effects on output and interest rate in the economy

### SEMESTER -III

#### DSC-7: MICROECONOMICS-II

##### Learning Objectives

This course aims to provide to the student an understanding of:

- The concepts of a market structure and equilibrium in perfectly and imperfectly competitive market situations.
- The possible equilibria in factor markets
- Equilibrium in all commodity and factor markets
- The concept of economic welfare and its properties.

##### Learning outcomes

By studying this course, the students will be able to:

- Identify different forms of market structure, their resource allocation and welfare implications.
- Express rational agent desires in a game theoretic framework.
- Analyse profit maximising strategies under different oligopoly models.
- Use a social welfare function to evaluate societal outcomes



## DSC-8: MATHEMATICS FOR BUSINESS ECONOMICS –II

### Learning Objectives

This course aims to introduce to the student the understanding of

- Real multivariate functions and their properties
- The optimisation conditions for real multivariate functions
- Differential equations and their applications
- Difference equations and applications

### Learning outcomes

By studying this course, the students will able to:

- To be adept in the use of differential and integral calculus to examine the properties of functions used in economics and business
- To solve numerical problems of multivariable optimization and properties of the solutions.
- To model business and economic scenarios in mathematical terminology and to appreciate economic models by using formal mathematical methods.

## DSC-9: CORPORATE FINANCE

### Learning Objectives

This course aims to

- Introduce the basic concepts of financial management and its objectives.
- Provide an understanding of investment decisions and of working capital.
- Introduce and discuss the issues in the cost of capital.
- Examine the theories and analysis involved in financing decisions and dividend





distribution.

### Learning outcomes

By studying this course, students will be able to:

- To learn the role and objectives of financial management in business corporations.
- To acquire skills to analyse corporate behaviour during procurement and development of resources.
- To understand capital structure and discuss the factors that financial managers consider while determining a company's financing strategy
- To critically discuss the theories relating to dividends policies and cost of capital

## SEMESTER -IV

### DSE-10: Macroeconomics-II

#### Learning Objectives

This course aims at inculcating an understanding: (i) of macroeconomic outcomes arising from assumptions of individual behaviour(ii) of equilibrium under different assumptions on aggregate demand and supply.(iii) of the relation between wages, prices, unemployment under different models (iv) of an economy that trades with others and how it determines the balance of payments and different types of exchange rates.

#### Learning outcomes

By studying this course, the students will be able to:

- Understand basics of consumption function and different hypotheses regarding aggregate consumption behavior.
- Derive wage setting, price setting relations and labour market equilibrium.





- Derive aggregate demand and aggregate supply and economy's equilibrium conditions in medium run and understand the interaction between the two.
- Understand the relationship between inflation, unemployment and output and role of expectation on policy and their effectiveness.

## DSE-11: STATISTICS FOR BUSINESS ECONOMICS - II

### Learning Objectives

This course aims to develop an understanding of:

- Theories of probability distribution.
- Sampling techniques and types of sampling.
- Methods of estimation
- Testing of Hypothesis.

### Learning outcomes

By studying this course, the students will be able to:

- Understand the formulation of complex decision-making problems in an uncertain environment using different statistical techniques.
- Study various research designs and appropriate sampling techniques.
- Analyze and apply some basic stochastic processes for solving real life situations and to execute statistical analyses with professional software.
- Draw conclusion about the population using hypotheses testing

## DSE-12: ESSENTIALS OF MARKETING MANAGEMENT

### Learning Objectives

The course aims to develop an understanding of



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- Firm's internal and external marketing environment.
- Segmentation and defining the target market for a selected product or service.
- Product decisions and use of pricing strategies.
- Relevance of distribution and promotional strategies in supporting marketing strategies.

### Learning outcomes

By studying this course, students will be able to:

- Understand the business environment including the economic, social, political, legal, and technological forces.
- Develop key strategies for developing brands including brand equity, brand identity and brand and line extensions.
- Recognise different pricing strategies and understand issues related to distribution.
- Understand the elements of promotion- advertising, sales promotion, events, public relations and publicity, direct marketing, interactive marketing, word of mouth and public selling.

### SEMESTER-V

#### Mathematics for Business Economics (BBE C 4)

#### Course Objective

The objective of this course is to provide instruction on basic mathematics that enables the study of economic theory and business applications at the undergraduate level. This shall be required for the teaching of the courses on microeconomic theory, macroeconomic theory, statistics, and econometrics set out in this syllabus. This is not a course in Mathematical Economics, but economic and business models are a means for illustrating the method of applying mathematical techniques to economic theory and business applications in general. The level of



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complexity at which the material is to be taught is indicated by the contents of the prescribed main textbook.

### Course Learning Outcomes

Students after completing this course will be able to:

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

### Macro Economics and Applications-I (BBE C 5)

#### Course Objective

This course aims at inculcating basic understanding of fundamentals & functioning of closed economy. It will enable students to identify major macroeconomic issues, challenges and their solutions.

#### Course Learning Outcomes

Student will be able:

- To understand basic concept of circular flow of income in open and closed economies and different approaches to measurement of National Income.
- To be able to differentiate between various national income aggregates, stocks and flows, nominal and real macroeconomic variables.
- To identify and derive money market and goods market equilibrium conditions and
- understand the interaction between the two.



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- To apply closed economy IS-LM model for effectiveness of Fiscal and Monetary policies in the short run.
- To derive aggregate demand and aggregate supply schedules and use it to differentiate between effects of policy in short run and medium run
- To analyze closed economy policy mix and its applicability to developing economies.
- To identify medium run impact of inflation and the nature of the inflation unemployment trade off.
- To understand root causes of the great depression & its after effects.
- To introduce students to latest developments in the field of macroeconomics using real business cycle model.

### Statistics for Business Economics (BBE C 6)

The objective of this course is to provide keys and tools of statistical concepts which are very useful and often indispensable in understanding the world around us. This shall be required for the teaching of the courses on Mathematics and Econometrics set out in this syllabus. The course is so designed to present an introduction to probability and statistics using a background of calculus. Because econometrics deals with the study of unknown variables, the course lays emphasis on estimation and hypothesis testing.

### Course Learning Outcomes

Student will be able to:

- Master the Fundamentals of Probability Theory
- Learn the concepts and tools of Sampling and Estimation
- Develop skills in statistical computing, statistical reasoning and inferential Methods
- Comprehend and analyze real data like real indices and provide students with both



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- descriptive and analytical methods for dealing with the variability in observed data
- Make intelligent judgments and informed decisions in the presence of uncertainty and variation
- Clarifying and quantifying natural phenomena.

### Corporate Finance (BBE C 7)

#### Course Objective

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.

#### Course Learning Outcomes

Students will able

- 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 models.

### Macro Economics and Applications-II (BBE C 8)

#### Course Objective



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This course aims at inculcating an understanding of economic models & functioning of an open economy. It will enable students to identify major macroeconomic issues, challenges and their solutions in the context of open macroeconomic environment.

### Course Learning Outcomes

Student will be able

- To understand basics of consumption function and different hypotheses regarding aggregate consumption behaviour.
- To be able to identify important determinants and differentiate between different models of investment.
- To understand concepts relating to Balance of Payments and exchange rate determination under alternate exchange rate regime in an open economy.
- To apply open economy macroeconomic IS-LM model and find out effectiveness of Monetary and Fiscal policies in the short run.
- To analyze open economy policy mix and its applicability to developing economies.
- To derive aggregate demand and aggregate supply for an open economy and differentiate the policy effect in short run and medium run.
- To identify and understand factors determining long run growth and inter- country variations in growth experience using Solow growth model.
- To introduce students to specific issues in monetary and fiscal policy such as
- Inflation targeting and Sustainability of Public Debt.

### Basic Econometrics (BBE C 9)

### Course Objective





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Econometrics is a combination of economic theory, mathematical economics, economic statistics, and mathematical statistics. Economic theory makes statements or hypotheses that are mostly qualitative in nature. Econometrics provides the basis for numerical estimates and gives empirical content and verification to most economic theory. The objective of the course is to provide basic data modelling skills required in handling economic problems and interpretation of regression outputs

### Course Learning Outcomes

Students will be able to:

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

### Marketing Management (BBE C 10)

#### Course Objective

To develop understanding about the nature and purpose of marketing and the most fundamental concepts and frameworks and apply these to new and existing businesses. The course provides managerial perspective to critically analyse the marketing opportunities, planning, implementation, evaluation and control of the marketing effort.

### Course Learning Outcomes

Students will be able to:

- Explain how organisations effectively use the marketing mix often called the four P's of marketing to market to their target customers.





- 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.
- Define important terms like brand, brand identity, brand equity and brand re positioning and how to devise a successful branding strategy.
- Predict the costs and benefits associated with different pricing strategies and marketing channels for the marketers.
- 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.
- Correctly represent and outline measures taken by the companies to encourage ethical behaviour and rightly demonstrate their social responsibility.

### Quantitative Techniques for Management (BBE C 11)

#### Course Objective

This paper aims to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems. Build a conceptual mathematical understanding of benefits of working in a team: specifically to solve larger problems, partition a problem into smaller tasks, and complete tasks on time.

#### Course Learning Outcomes

Student will be able to:

- Identify and develop operational research models and understand how to translate a real-world problem, given in words, into a mathematical formulation.
- Understand the mathematical tools that are needed to solve optimization problems like



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- linear programming, transportation and assignment problems.
- Make use of Network analysis to plan, schedule, and control project activities
- Formulate and solve network problems using graph optimisation algorithms.
- Propose the best strategy using decision making methods under uncertainty and game theory.
- Use relevant software for solving the techniques learnt in theory for optimization.

## SEMESTER-VI

### Organisational Behaviour (BBE C 12)

#### Course Objective

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.

#### Course Learning Outcomes

Student will be able to

- 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.

## International Economics (BBE C 13)

### Course Objective

This course aims at inculcating basic understanding of fundamentals of international economics. It will enable students to identify basis and gain from international trade with the help of different theoretical models and their applications to real world challenges and its solutions.

### Course Learning Outcomes

Student will be able

- To understand basic concept and origin of International economics through the prism of classical and new classical trade theories
- To understand different terms of trade and their applicability
- To differentiate between Modern and Classical Trade theories .
- To derive offer curve of a nation using general equilibrium approach o
- To analyze how demand and supply changes affect countries Term of Trade. To
- understand how international trade impact factor prices.
- To understand the different trade instruments.
- To analyze the effect of tariff and non- tariff barriers using the partial equilibrium approach.
- To grasp theory of custom unions and its different model.
- To know different components of Balance of payments and theories of balance of payments, gain knowledge about WTO and its roles.



- To know about recent developments in trade talks under WTOs ministerial conferences.

## Legal Aspects of Business (BBE C 14)

### Course Objective

The paper attempts to create an understanding of various laws required in business world and enable effective application of the laws to business situations.

- This paper provides a blend of Basic laws like Contract Act and specifically applicable laws like Companies Act, Competition Act, widening the scope of understanding the legal technicalities in business world.
- The study of recent cases laws assists the students to understand the interpretation of
- the legislation.

### Course Learning Outcomes

Students will be able to:

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

## Research Methods and Statistical Packages (BBE SEC 3)



## Course Objective

This paper will equip the students to conceive a project, access data using scholarly database and run statistical analysis to do inferential analysis.

## Course Learning Outcomes

Students will be able to

- 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.
- 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.
- 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.
- 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.

## Entrepreneurial Skills (BBE SEC 4)

### Course Objective

To provide the knowledge, skills and attitudes in entrepreneurship technical education training that will best meet the developing economy. Develop positive attitude towards self employment, judicious use of resource.



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### Course Learning Outcomes

This syllabus aims to:

- Develop an entrepreneurial mind-set within individuals to deal with high uncertainty in regional and global market environments.
- Increase understanding of the diverse character traits of entrepreneurs, which inform their behaviour.
- Enhance the understanding of the entrepreneurial process from idea generation, to concept development and creation of the venture.
- Develop critical thinking and problem solving skills through creativity, innovation and logical applications.
- Apprise students of existing opportunities and support services for venture creation and sustainability within and outside the region to support economic and social gains.
- The skills and abilities that students are expected to develop on completion of this

syllabus have been grouped under three headings:

- a) Knowledge and Comprehension.
- b) Application.
- c) Communication and Networking