

Course contents

B COM 2nd Semester

BC – 201: BUSINESS ECONOMICS

Objective: To impart the knowledge of economic concepts relevant to business.

UNIT – I: Introduction

Definition, scope and role of business economics, goals of business firm, relation with other allied subjects, role and responsibility of a managerial economist.

UNIT – II: Theory of Consumer Behavior

Concept of demand, law of demand, concept of elasticity of demand, determinants of demand, demand function, demand forecasting, meaning of consumer behavior, concept of consumers equilibrium, the cardinal utility approach and the Indifference curve approach.

UNIT – III: Theory of Production

Meaning of production, production function- main concepts- marginal productivity of the factors of production, marginal rate of technical substitution, elasticity of substitution, factor intensity, returns to scale, Isoquants - meaning and properties of isoquants, production with one variable.

UNIT – IV: Theory of Costs

Concept of cost, cost function- short and long run, theory of cost in the short run, Short-run and long run cost curves, Shape of cost curves and decision making.

UNIT – V: Theory of Firm

Perfect competition - Assumptions and equilibrium of firms in the short and long run, Industry under perfect competition.

Monopoly - concept of monopoly, short and long run equilibrium under monopoly, mark up pricing, multi-plant monopoly and bilateral monopoly, concept and forms of price discrimination, conditions for price discrimination, degrees of price discrimination.

Monopolistic competition - meaning, basic assumptions, product differentiation & equilibrium.

Books (Latest Edition):

- Misra & Puri, *Economics for managers*, Himalaya Publishing House, Mumbai.
- Gupta, GS, *Managerial Economics*, Tata McGraw Hill, New Delhi.
- Salvatore, D, *Managerial economics and global economy*, Thomson.
- Hirschey, *Economics for Managers*, Cengage, New Delhi.
- Froeb, *Managerial Economics: A Problem Solving Approach*, Cengage, New Delhi.
- Rutherford, Donald, *Economics – The Key Concepts*, Routledge.

BC – 202: FUNDAMENTAL MATHEMATICS

Objective: *The objective of the course is to familiarize the students with the knowledge of essential mathematics which are applicable in business.*

UNIT – I: Matrix and Determinants

Definition of a matrix, Types of matrices, Algebra of matrices,
Calculation of values of determinants up to third order.
Adjoint of a matrix.
Elementary row operations.
Finding inverse of a matrix through adjoint and elementary row operations.
Solving a set of linear equation using Cramer's Rule.
Applications of matrices for solution to simple business and economic problems.

UNIT – II: Mathematical functions

Mathematical functions and their types – linear, quadratic, polynomial, exponential and logarithmic.

UNIT – III: Calculus

Concepts of limit, and continuity of a function.
Concept of differentiation. Rules of differentiation – simple standard forms (involving one variable).

UNIT – IV: Calculus and economic situations.

Applications of differentiation – elasticity of demand and supply. Maxima and minima of functions (involving second or third order derivatives) relating to cost and revenues.

UNIT – V: Financial Mathematics:

Rates of interest-nominal, effective and continuous – and their inter-relationships.
Compounding and discounting of a sum using different types of rates.
Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest.
Methods of Calculation of Depreciation on fixed assets.
Valuation of simple loans, shares and debentures.

Books (Latest Edition):

- Bhowal, *Business Mathematics*, Asian Books P. Ltd., New Delhi.
- Dowling, ET, *Mathematics for Economics*, Schaum's Outlines Series, Tata McGraw Hill, New Delhi.
- Kapoor, VK, *Essentials of Mathematics for Business and Economics*, Sultan Chand & Sons, New Delhi.
- Mizrahi & Sullivan, *Mathematics for Business and Social Sciences*, John Wiley and Sons.
- Thukral, JK, *Mathematics*, Taxmann, New Delhi.

BC – 203: INFORMATION TECHNOLOGY IN BUSINESS

Objective: To provide basic computer skills and knowledge to enhance the understanding of usefulness of information technology tools for business operations.

Unit – I: Introduction to Information Technology and Computers

Role of information in business, Types of information and information systems; Users of information system and information technology; Limitations of Information Technology, Computers as an essential tool in IT;

Computer: Characteristics, Advantages, Limitations, Types and applications; Components of Computer: Humanware, Hardware, Firmware, Liveware, Software; System Software: Operating system, Translators - Interpreter, Compiler and Assemblers, Linkers and Loaders; Application Software: General Purpose Packaged Software and Tailor-made Software; Utility Software - Virus and Worms.

UNIT – II: Information Processing and Transmission

Overview of Operating System (OS), Functions of OS, Types of OS and their advantages and disadvantages

Data Base Management: Records – Folders, File and Data Base, Advantages of DBMS, Types of DBMS and their features, Role of Data Base Administrator.

Introduction to Networking: Advantages, Types of Network Topology; LAN, MAN and WAN

UNIT – III: Spreadsheet and its Business Applications

Spreadsheet: Basic Operations; Formula Copying, Moving data from selected cells, Handling operations in formulae, Rearranging Worksheet.

Organizing Charts and graphs, Graphical representation of data.

Creating spreadsheet in the areas of: Loan statements, Payroll statements and Ratio Analysis.

UNIT – IV: Introduction to Internet

Definition and meaning, Growth of internet, Owner of Internet, Anatomy of Internet, Basic Internet Terminology, Net Etiquette, World Wide Web, Internet Protocols, Usage of Internet to society, Search Engines

UNIT – V: E - Commerce Fundamentals

E-Commerce: Introduction, Business Models for E-Commerce; E-Marketing: Online Marketing, E-Advertising, Marketing Analysis and issues; E-Payment System: Fundamentals

Books (Latest Edition):

- Agarwala, KN, & Agarwala, D, *Business on the Net – Introduction to E-Commerce*, Macmillan India, New Delhi.
- Aksoy, *Introduction to Information Technology*, Cengage, New Delhi.
- Bajaj, KK & Nag, D, *e-Commerce: The Cutting Edge of Business*, Tata McGraw Hill, New Delhi.
- Madan, Sushila, *Introduction to Computers and Information Systems*, Taxmann, New Delhi.
- Rajaraman, V, *Fundamentals of Computers*, PHI, New Delhi.
- Ram, B, *Computer Fundamentals – Architecture & Organisation*, New Age International Pvt. Ltd, New Delhi.
- Schneider, *e-Commerce: Strategy, Technology and Implementation*, Cengage, New Delhi

BC – 204: INDIAN FINANCIAL SYSTEM

Objective: *To acquaint students with the constituents of Indian financial system and its general operations.*

UNIT – I: Overview of Indian Financial System

Structure of Indian Financial system; Its Constituents - Investors, Market, Instruments, Services, Institutions and Regulators; Efficiency Indicators of Financial System; Development and growth of Indian financial system; Role of financial system in Economic development.

UNIT – II: Money Market

Definition, Characteristics and Function; Types of Instruments and their general characteristics; Different sub-markets and their growth and development; Reforms in Money Market.

UNIT – III: Capital market

Definition, Characteristics and Function; Instruments and their general characteristics; Primary and Secondary Markets; Debt and Equity Market; Trading and Settlement Mechanism; Growth and development of different markets, Reforms in Capital Market.

UNIT – IV: Institutions

Banking Institutions: Commercial, Rural and Cooperative Banks – Their functions and role; Role of Non-Banking Financial Institutions:

- a. Development Financial Institutions: Industrial, Agricultural and special DFIs – General function of each category and their role
- b. Investment Institutions: Insurance organisations and Mutual Fund organisations – their general function and role
- c. Non-Banking Finance Companies: Function and role

UNIT – V: Regulators

RBI: Its functions and role, Monetary Policies, Credit control Measures and their effectiveness

SEBI: Its functions and role

IRDA: Its functions and role

Books (Latest Edition):

- Bhole, LM, *Financial Market & Instruments*, Tata McGraw Hill, New Delhi
- Desai, V, *Indian Financial System & Development*, Himalaya Publishing House, Mumbai.
- Khan, MY, *Indian Financial System*, Tata McGraw Hill, New Delhi.
- Pathak, BV, *Indian Financial System*, Pearson – India, New Delhi.