

ಮಂಗಳೂರು
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/No: MU/ACC/CR.20/2018-19/A8

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date: 24.02.2020

NOTIFICATION

Sub: Revised syllabus of Business Economics, Money and Public Finance and changes in syllabus of cost & Management Accounting I and Modern bank Management of B.Com degree programme under Choice Based Credit System - reg.

Ref: 1. This office notification of even No. dated: 24.04.2019
2. Decision of the Academic council at its meeting held on 18.12.2019 vide Agenda No: 3:08(2019-20)

Pursuant to the above, the revised syllabus of Business Economics (BCMCMC134) of I Semester B.Com, Money and Public Finance (BCMCMC184) of II Semester B.Com and minor changes in cost and management accounting I (BCMCMC234) and Modern bank Management (BCMCMC233) of III semester B.Com degree programme are hereby notified for implementation from the academic year 2020-21 onwards.

The syllabus Prescribed for Money and Public Finance and Business Economics in the notification referred to (1) above hereby repealed.

Copy of the syllabus shall be downloaded from the Mangalore University website www.mangaloreuniversity.ac.in


REGISTRAR.

To:

- 1) The Principals of the Colleges concerned.
- 2) The Registrar (Evaluation), Mangalore University.
- 3) Prof. Ishwara P., Chairman, UG BOS in Commerce & Professor, Department of Studies in Commerce, Mangalore University.
- 4) The Superintendent, Academic Section, O/o the Registrar, Mangalore University.
- 5) The Director, DUIMS, Mangalore University with a request to publish in the

I B.Com – I semester Business Economics (BCMCMC134)

4 Hours per week : 48 Hours.

No. of credits : 2

Objectives:

This course is meant to acquaint the students with the principals of business economics as are applicable to business.

At the end of the course students shall be able to understand the fundamental concept of economics and will be able to correlate these concepts to real life situation to markets in particular and the economy in general.

Unit- I : Nature and scope of business economics

08 hours

- 1.1 Nature of Business Economics : Meaning, definitions, nature, scope and significance of business economics.
- 1.2 Economic laws and principles : Meaning and nature of economic laws.
- 1.3 Economics and business environment : Economic and Non-economic factors determining business.
- 1.4 Business objectives : Economic, Non-Economic, Human, Social and National objectives of business.

Unit – II : Demand Analysis:

14 Hours

- 2.1 Law of diminishing marginal utility : Meaning, Assumptions, Illustration, Exceptions and Uses
- 2.2. law of demand : Meaning, Demand Function, why does the demand curve slope downwards?
Exceptions to the Law of demand, determinants of demand, increase and decrease in demand.
- 2.3 Price elasticity : Meaning, types of price elasticity and methods of measurement of price elasticity.
Factors of determining elasticity demand.
- 2.4 Income elasticity, cross elasticity and promotional elasticity.

Unit – III : Supply, Cost and Revenue analysis

12 Hours

- 3.1 Supply : Meaning, Law of supply, exceptions to the law of supply and determinants of supply.
- 3.2 Elasticity of supply : Meaning and types of elasticity of supply.
- 3.3 Cost concepts : Opportunity cost, total cost, variable cost, fixed cost and marginal cost.
- 3.4 Cost-output relationships in the short run and long run.
- 3.5 Concepts of revenue : Total revenue, average revenue and marginal revenue. Revenue curves under perfect and imperfect competition.

Unit – IV : Production and market analysis

14 Hours

- 4.1 Production analysis : Law of variable proportion and law of returns to scale.
- 4.2 Perfect competition : Meaning and features.
- 4.3 Monopoly : Meaning, features and price-output determination. Price discrimination: types, price-output determination under discriminating monopoly.
- 4.4 Monopolistic competition : Meaning, features and price-output determination under monopolistic competition.
- 4.5 Oligopoly : Meaning, features and types. Kinked demand curve.

References :

- 1.Sundharam K.P.M. & Sundharam E.N. – Business Economics, Sultanchand & Sons, New Delhi.
- 2.AhujaH.L. –Business Economics, Sultanchand & Sons, New Delhi
- 3.Mehta P.L., Managerial Economics, Sultanchand & Sons, New Delhi.
- 4.Dwivedi D.N., Managerial Economics, Vikas Publishing House Pvt. Ltd., New Delhi.
- 5.Mithani D.M., Managerial Economics, Himalaya Publishing House, Mumbai.
- 6.Peterso H. Craig and W.Cris Lewis – Managerial Economics, Pearson Education, Singapore.
- 7.Salvatore Dominic – Managerial Economics, Megrew Hill, New York.

I B.Com – II Semester Money and Public Finance (BCMCMC184)

4 Hours per week : 48 Hours

No. of Credits : 2

Objectives of the course:

- To enable the students to understand the basic concepts of money and functioning of the money market.
- To help the students to acquire knowledge about the functioning of the economic system & about economic fluctuations.
- To make the students understand the working of the public finance fiscal policy & the monetary policy.
- To enable the students to understand the importance public debt and deficit finance.

Contents:

Module : I Money (08 Hours)

Meaning, definitions, functions & classification – money and near money. Demand and supply of money : determinants ; High – powered money and the money multiplier.

Module II: Value of money and its application (12 Hours)

Value of Money: Meaning and theories – The quantity Theory of Money – Fisher's Theory and the Cambridge Equations, Friedman's restatement of the quantity theory – Measurement of value of money : Index Numbers – Meaning, types and uses. Inflation : Meaning, Types, Causes, Effects and Remedies – Stagflation.

Module III: Business Cycles (08 Hours)

Meaning features, Phases – causes : Hawtrey's theory and schumpeter's theory – Measures to control business cycles.

Module IV: Public Finance (12 Hours)

Meaning, Difference between public Finance and Private Finance ; Components of public finance principle of maximum social advantage.

Public Revenue – Meaning, Sources, Cannons of taxation.

Public Expenditure – Meaning and Classification (Heads of Public Expenditure)

Public Debt – Meaning Sources types of Public debt and methods of redemption.

Module V :Fiscal Policy and Deficit Finance (08 Hours)

Public Budget - Meaning, Objectives, Components and types

Fiscal Policy – Meaning, Objectives and Components

Role of Fiscal policy in developing economy – Deficit finance

Books for Reference:

1. F.S.Mishkin and S.G.Eakins, Financial Markets and Institutions, Pearson Education, 6th Edition, 2009.
2. F.J.Fabozzi, F.Modigliani, F.J.Jones, M.G.Ferri, Foundations of Financial Markets and Institutions, Pearson Education, 3rd Edition, 2009.
3. L.M.Bhole and J.Mahukud, Financial Institutions and Markets, tata McGraw Hill, 5th Edition, 2011.
4. M.Y.Khan, India Financial System, Tata Mc Graw Hill, 7th Edition, 2011.
5. N.Jadhav, Monetary Policy, Financial Stability and Central Banking in India, macmillan, 2006.
6. Musgrave Public Finance theory and Practice, Tata Mc Graw Hill, 5th Edition, 2011.
7. Taylor, ' Public Finance'.

III Sem MODERN BANK MANAGEMENT (BCMCMC233)

In the II B.Com, III Semester Modern Bank Management (BCMCMC233), the learning objective has been modified as follows. “ **To make the students understand the concept of modern banking and to gain insights on the subject matter**” as there is no insurance topic in any of the four units in the syllabus. The additional reference books are given below

1. Digital Banking (Author : Indian Institute of Banking and Finance)
2. Management, Banking and Finance in India – R.K. Uppal
3. Advanced Bank Management(Indian Institute of Banking and Finance, Macmillan Education in India)
4. Banking an introduction : IIBF
5. Modern Banking, D.Muraleedharan
6. Banking Theory Law & Practice – Guruswamy S.
7. Indian Banking : Natarajan & Dr.R. Parameshwaran
8. Modern Banking : Raviprasad K.G.
9. Modern Banking : B.S.Raman

III Sem COST AND MANAGEMENT ACCOUNTING –I (BCMCMC234)

In II B.Com, III Semester Cost and management Accounting - I (BCMCMC 234) LIFO component is excluded in Unit 5 : Pricing of Material Issues.

