

St. Xavier's College (Autonomous), Ahmedabad

Syllabus of Semester – I of the following departments under Faculty of Commerce based on UnderGraduate Curriculum Framework - 2023 to be implemented from the Academic Year 2023-24.

DEPARTMENT OF COMMERCE

B.Com. BPS (Hons.)

Semester -1

Major 1: Business Economics - I

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credit Distribution of The Course			Eligibility Criteria	Pre-requisite(s) of the Course (if any)
	Lecture	Tutorial	Practical / Practice		
Business Economics	4	0	0	10 + 2 from a recognized board in commerce stream	Nil

Learning Objectives

This course aims to provide students with a thorough understanding of microeconomic principles and their applications. This course will equip students with the analytical skills and knowledge necessary to understand and analyze microeconomic concepts and apply them to real-world situations.

Learning Outcomes

At the end of the course, a student will be able to –

- Understand microeconomic concepts such as demand and consumer behavior, production and cost analysis.
- Apply their knowledge to determine equilibrium conditions, understand elasticity of demand, analyze production functions,
- Understand the optimal resource combinations, cost of production, economies of scale, and the various types of market structures.

Syllabus of [BPS-1501]

Unit 1: Demand and Consumer Behaviour (15 lectures)

Demand: Law of demand; Exceptions to law of demand; Utility theories: Cardinal Utility Theory, Ordinal Utility Theory (Indifference Curves); Necessary and Sufficient conditions for Consumer Equilibrium; Elasticity of demand: Price Elasticity of Demand, Income Elasticity of Demand and Cross Elasticity of demand.

Unit 2: Production and Cost (15 lectures)

Production Isoquants; Iso-Cost line; Marginal Rate of Technical Substitution; Optimal combination of resources and economic region of production; Returns to scale; Cost of Production: Long run and short run cost of production, Economies and Diseconomies of scale and Learning curve.

Unit 3: Types of Competition - I (15 lectures)

Perfect Competition

Assumptions - Equilibrium of the firm and the industry in the short and the long runs - including industry's long run supply curve - Measuring producer surplus under perfect competition - Demand-supply analysis including impact of taxes and subsidy.

Monopoly

Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. The social costs of monopoly power including deadweight loss. Degrees of price discrimination.

Unit 4: Types of Competition - II (15 Lectures)

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence – Cournot's duopoly model, Stackelberg model, Kinked demand model., collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization.

Text Book:

Ahuja H.L., Business Economics, S Chand Publications

Suggestive Readings:

- Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.

- N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
- Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education

Semester -1

Major 2: Business Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credit Distribution of The Course			Eligibility Criteria	Prerequisite(s) of the Course (if any)
	Lecture	Tutorial	Practical / Practice		
Business Management	4	0	0	10 + 2 from a recognized board in commerce stream	Nil

Learning Objectives

This course aims to enable students to analyze and interpret different concepts of business. They will also gain insights into developing good business management quality. Also to enable students to provide knowledge of the environment in which businesses operate, the economic operational and financial framework, the business's cultural framework, and various government policies. The students will also gain insides of the impact of Technological aspects on the business. The course emphasizes on the procedural aspects of various forms of Business Organizations in India.

Learning Outcomes

At the end of the course, a student will be able to evaluate–

- Outline various components of the Business Environment
- Recognize, distinguish, paraphrase, and explain the impact of the business environment on business activities
- Apply the knowledge to analyse the current situation and take prudent decisions
- Identify, distinguish, and present the various facts and uniqueness of any component of the business environment
- Demonstrate an understanding of organizational change, technology, and knowledge management practices.
- Evaluate the phases for a manager at different stages for building and developing teams.

Syllabus of [BPS-1502]

Unit 1: Basics of Business Environment (15 lectures)

Introduction- Type of Environment- internal, external - micro and macro environment. Objectives and limitations of environmental analysis;

Economic Environment- Nature of Economic Environment. Economic policies;

Social Environment- Nature and impact of culture on business - Cultural Adaptation, Shock, Transmission, Conformity, Traits, Religion, Language;

Demographic environment- Migration and Ethnic Aspects

Unit 2: Political, legal and Technological Environment (15 lectures)

Political and Legal Environment- Functions of state, economic roles of government, government and legal environment

Technological Environment- Innovation, sources of technological dynamics, time lags in Technology- Introduction/Absorption, IT

revolution and Business Environment- ICT and Marketing and Transfer of Technology,

* (Project on Status of technology in India)

Unit 3: Business Management (15 lectures)

Scope and Functions of the management, Concepts of Authority, Responsibility, and Accountability, Management by Objectives, Total Quality Management, Personal Qualities of an effective manager, Challenges for a Manager.

Unit 4: Business Development (15 lectures)

Team Management – Team building, Process of development of a team, Managing team conflicts Organizational Change Management, Technology Management, Knowledge Management and Learning, Management practice in India (and other countries)

Suggestive Readings:

- Principle of Management by PC Tripathi, PN Reddy, and Ashish Bajpai- McGraw Hill Publications
- Bhat, S.K. (2009); Quality Management; Himalaya Publishing House Pvt. Ltd.
- Shelekar&Sherlekar (2000); Modern Business Organization and Management: Himalaya Publishing House.
- Y. K. Bhushan (2008) 18th Revised Edition; Business Organization and Management; Sultan Chand & Sons.
- Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
- Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi

- Concepts, Practice, and Cases of Management by Karminder Ghuman and K Aswathappa, McGraw Hill Publications
- Principle of Management by PC Tripathi, PN Reddy, and Ashish Bajpai- McGraw Hill Publications
- Bhat, S.K. (2009); Quality Management; Himalaya Publishing House Pvt. Ltd.
- Shelekar&Sherlekar (2000); Modern Business Organization and Management: Himalaya Publishing House.
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