



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Social Sciences, Humanities and Arts**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.A. Economics**  
**Semester I (2022-2025)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAECO101	Major/Minor	Micro Economics I	60	20	20	0	0	3	0	0	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit.

**\*Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives:**

CEO1: To provide the knowledge about the basic terms of economics.

CEO2: To enable the decision-making pertaining to the basic problems of the economy.

CEO3: To make the students understand the concept of consumer behaviour.

CEO4: To elaborate demand and supply.

CEO5: To make the students understand stages of production along with the costs.

**Course Outcomes:**

Students will be able to:

CO1: Define basic concepts related to economics.

CO2: Explain the problems of an economy.

CO3: Discuss various theories of consumer behavior.

CO4: Recognize the concepts and the constituents of demand and supply.

CO5: Relate with different stages of production and the returns to scale.

CO6: Recognize and estimate various costs pertaining to the production.

**Syllabus**

**UNIT I: Introduction**

Basic Concepts: Goods, Consumer and Capital, Utility, Value, Price, Wealth, Stock & Flow; Scope of Microeconomics; the Economic Problem: Scarcity and Choice; Opportunity Cost, Production Possibility Curve (PPC).

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**UNIT II: Theory of Consumer Behavior**

Cardinal Utility, Law of Diminishing Marginal Utility, The law of Equi-Marginal Utility, Ordinal Utility: Indifference Curves Analysis; Consumer Equilibrium; Marginal Rate of Substitution (MRS).

**UNIT III: Demand & Supply**

Concept of Demand and Law of Demand, Determinants of Demand, Shift in Demand vs. Movements along a Demand Curve; Price, Income and Cross Elasticity of Demand; Law of Supply, Determinants of Supply.

**UNIT IV: Theory of Production**

Production Function, Law of Variable Proportions: Three Stages of Law, Concept of Returns to Scale: Increasing, Diminishing and Constant; Isoquants: Marginal Rate of Technical Substitution; Economies and Diseconomies of Scale.

**UNIT V: Cost Analysis**

Concept of Cost: Accounting Costs and Economic Costs, Sunk Costs, Opportunity Cost, Short Run Analysis, Total Fixed and Variable Costs, AVC, AFC, Marginal Costs (MC).

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**Suggested Readings:**

1. Ahuja, H. L. (2021). *Principles of Microeconomics*. New Delhi: S. Chand and Company Limited.
2. Case; Karl, E. & Ray, C. (2021). *Principles of Economics*. New Delhi: Pearson Education, Inc
3. Dominick Salvatore (2021). *Microeconomic Theory Schaum's Outline series*. New Delhi: Tata McGraw Hill
4. Koutsoyiannis, A. (2018). *Modern Microeconomics*. Palgrave Macmillan
5. Lipsey, R., Chystal, A. (2011). *Economics*. United Kingdom: Oxford University Press
6. Mankiw, G. (2021). *Principles of Economics*. United Kingdom: Southwestern Educational Publishing
7. Samuelson, P., Nordhaus, W. (2022). *Economics*. New Delhi: McGraw Hill

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BAECO102	Major	Quantitative Techniques I	60	20	20	0	0	3	0	0	3

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**Course Educational Objectives:**

- CEO1: To make the students understand the basics of statistics.
- CEO2: To make the students understand the study of quantitative techniques.
- CEO3: To introduce application of statistical techniques to economic theory in general.
- CEO4: To introduce application of tools and techniques of statistics.
- CEO5: To make the students understand regression analysis

**Course Outcomes:**

The student shall be able to:

- CO1: Recall the basics of statistical techniques.
- CO2: Formulate the economic problems in statistical terms.
- CO3: Apply the relevant tools of statistics for analyzing economic problems.
- CO4: Practice for different tools and techniques of statistics.
- CO5: Construct regression functions for different economic theories.

**Contents**

**UNIT I: Measure of Central Tendency**

Arithmetic Mean, Mode and Median, Geometric Mean, Use and Properties of G.M., Merits and Demerits of G.M., Harmonic Mean, Computation of H.M. Merits and Demerits of H.M

**UNIT II: Measures of Dispersion**

Range: Inter Quartile, Percentile Range, Quartile Deviation; Coefficient of Mean Deviation, Standard Deviation; Lorenz Curve and Gini Coefficient

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BAECO102	Major	Quantitative Techniques I	60	20	20	0	0	3	0	0	3

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**UNIT III: Skewness, Moments, and Kurtosis**

Meaning of Skewness, Symmetrical Distribution, Test for Skewness; Meaning of Moments, Central Moments; Meaning of Kurtosis, Measure and Types of Kurtosis

**UNIT IV: Correlation**

Types of Correlations, Uses of Correlations, Karl Pearson's Coefficient of Correlations. Spearsman's Rank Correlation

**UNIT V: Regression Analysis**

Meaning of Regression Analysis, Uses of Regression Analysis, Regression Lines, Line of Best Fit, Regression Equations

**Suggested Readings:**

1. Sharma, J. K. (2021). *Mathematics for Business and Economics*. New Delhi: Asian Books Private Limited
2. Kothari, C. R. (2019). *Quantitative Techniques*. New Delhi: Vikas Publishing House
3. Saha, S., Mukherji, S. (2021). *Quantitative Methods*. London: New Central Book Agency (P) Ltd.
4. Mike, R. (2020). *Basic Mathematics for Economists*. New York, Routledge
5. Salvatore, D. (2018). *Mathematics and Statistics, Schaum's Series*. New Delhi. Tata McGraw Hill.

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**Semester I& II (Batch 2022-26)**

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ENG101	AECC	Foundation English	60	20	20	-	-	4	0	0	4	

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**Course Educational Objectives (CEOs): The students will**

- CEO 1 Understand the different nuances of communication.
- CEO2 understand the features of listening and reading skills.
- CEO3 Comprehend the factors that influence use of grammar and vocabulary in speech and writing
- CEO4 study the essential aspects of effective written communication through Business letters and email writing for professional success.
- CEO5 Develop competency in professional communication.

**Course Outcomes (COs): The students will be able to**

- CO1 develop a comprehensive understanding of the theoretical and practical aspects of communication.
- CO2 understand and the different aspects of listening and reading.
- CO3 Apply grammatical rules in speech and writing.
- CO4 Use proper formats of written business communication.
- CO5 Demonstrate different strategies for using professional communication skills.

**ENG101**  
**Foundation English**

**COURSE CONTENTS**

**UNIT I**

Communication: Nature, Meaning, Definition, Process, Functions and importance, Characteristics of Business Communication, Verbal and Non-Verbal Communication, Barriers to Communication.

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**UNIT II**

**Listening and Reading Skills**

Listening: Process, Types, Difference between Hearing and Listening, Benefits of Effective Listening, Barriers to Effective Listening, Overcoming Listening Barriers, and How to Become an Effective Listener, Developing Reading Skills: Reading Comprehension, Process, Active & Passive reading, Reading speed Strategies, Benefits of effective reading, SQ3R Reading technique.

**UNIT III**

**Basic Grammar**

Basic Language Skills: Grammar and usage- Parts of Speech, Tenses, Subject and Verb Agreement, Prepositions, Articles, Types of Sentences, Direct - Indirect, Active - Passive voice, Phrases & Clauses.

**UNIT IV**

**Business Letters**

Business Correspondence: Business Letters, Parts & Layouts of Business Letter, Job application and Resume, Application Calling/ Sending Quotations/ Orders/ Complaints, E-mail writing, Email etiquettes

**UNIT V**

**Professional Skills**

Negotiation Skills, Telephonic Skills, Interview Skills: Team building Skills and Time management

**Practicals**

- Self Introduction
- Reading Skills and Listening Skills
- Linguistics and Phonetics
- Role plays
- Oral Presentation – Preparation & Delivery using audio – visual aids with stress on body language and voice modulations.
- Social etiquettes

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**Suggested Readings:**

- Adair, John (2003). **Effective Communication**. London: Pan Macmillan Ltd.
- A.J. Thomson and A.V. Martinet (1991). **A Practical English Grammar** (4<sup>th</sup> ed). New York Oxford IBH Pub
- Ashraf Rizvi. (2005). **Effective Technical Communication**. New Delhi: Tata Mc Graw Hill
- Kratz, Abby Robinson (1995). **Effective Listening Skills**. Toronto: ON: Irwin Professional Publishing.