

**The Kelkar Education Trust's
V.G.Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

**Syllabus for SYBA
(June 2020 Onwards)**

Program: BA

Semester 3

Course: Macroeconomics I

Course Code	Paper Title	Credit
AECO301	Macroeconomics I	3

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1.Syllabus as per Choice Based Credit System

i) Name of the Programme	:	S.Y.B.A. Economics
ii) Course Code	:	AECO301
iii) Course Title	:	Macroeconomics I
iv) Semester wise Course Contents	:	Copy of the syllabus enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	12
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	---

2 Scheme of Examination	:	Semester End Exam:60 marks (4 Questions of 15 marks) Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks Class Participation: 10 marks
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3 Special notes, if any : No

4 Eligibility, if any : As laid down in the College Admission brochure / website

5 Fee Structure : As per College Fee Structure specifications

6 Special Ordinances / Resolutions, if any : No

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Programme: SYBA	Semester: III
Course: Economics II	Course Code: AECO301

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Interest in understanding basic concepts and models in Macroeconomics

Course Objectives

1.	To introduce students to the basic concepts of Macroeconomics
2.	To introduce students to the basics of National Income
3.	To get students acquainted with Keynesian Economics
4.	To introduce students to the various systems existing around the world
5.	To expose students to the fundamentals of Monetary Economics and the Banking System

Course Content

Unit No.	Content	Lectures
I: Introduction to Macroeconomics and National Income	Introduction: Meaning and Scope of Macro Economics; Concepts of National Income: GNP, NNP, NDP, Per Capita Income, Personal Income and Disposable Income; Methods and Difficulties in Measurement of National Income; Circular Flow of National Income: Closed Economy (Two and Three Sector) and Open Economy Models (Four Sector Model) National Income Accounting in India.	12
II: Consumption and Investment	Consumption and Investment; Says Law of Market; Theory of Effective Demand; Consumption Function; Investment Function; Marginal Efficiency of Capital and Rate of Interest-	12

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	Investment Multiplier, Internal Funds Theory of Investment.	
III: Supply of Money and Demand for Money	Supply of Money: Determinants of Money Supply; Velocity of Circulation of Money; RBI's Approach to Measurement of Money Supply; Demand for Money: Classical, Keynesian and Friedman's Approaches, Relative importance of various Reserve Systems: Case study approach	12
IV: Banking	Banking: Commercial Bank, Functions of Commercial Banks with special reference to RBI, Multiple Credit Creation, Balance Sheet of Commercial Bank; Development in Commercial Banking Sector Since 1990-91; Central Bank: Functions of Central Bank - Traditional, Developmental, Promotional with special reference to RBI.	12
Total No. of Lectures		48

Beyond the Syllabus

Use of Case studies, Presentations, Games based on concepts of banking and credit creation

Semester III: Macroeconomics III (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1 Brief Answers (2/3)	(Unit 1)	15 Marks
Q.2 Brief Answers (2/3)	(Unit 2)	15 Marks
Q.3 Brief Answers (2/3)	(Unit 3)	15 Marks
Q.4. Brief Answers (2/3)	(Unit 4)	15 Marks

Course Outcomes

Students should be able to...

CO1	Understand the various concepts of National Income
CO2	Understand the process of National Income Accounting in India and thus be able to interpret India's growth story
CO3	Learn about the fundamentals of Keynesian Economics and thus be able to appreciate the role of Government in facilitating smooth functioning of the Economy.
CO4	Understand the causation behind demand for money and also determinants of Supply of Money
CO5	Get acquainted with the banking system in India and also be able to appreciate the role of RBI and its monetary policy in the economy in terms of inflation targeting, exchange rate stability, etc.

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Syllabus Prepared by:

1. Ms. Vaishali Dhammapathee, Head, Department of Economics
2. Ms. Madhura Todewale, Assistant Professor, Department of Economics

Recommended Resources

**Refer
ence
Book
s**

- 1) N. Gregory Mankiw, (2015), Principle of Macroeconomics, 7th edition, Cengage Learning.
- 2) Abel A. B. S. Beranake and D. Croushore (2011), Macroeconomics, Pearson, New Delhi.
- 3) Ahuja H. L., (2016), Macroeconomics theory and Policy, 20th Edition S. Chand and company Ltd. New Delhi.
- 4) Dwivedi D.N., (2018), Macroeconomics theory and Policy, 5th Edition TATA Mcgraw - Hill Publication company Ltd. Delhi.
- 5) Dornbusch Rudiger, Fischer, Stanley and Startz, (2017) (Indian Edition), Macroeconomics Delhi: Mcgraw Hill Publication.
- 6) Paul Samuelson and William Nordhaus, (2019), Economics, 20th Edition Mcgraw Hill Publication.

Web Resources

- 7) Ministry of Statistics and Implementation: <http://www.mospi.nic.in/data>
- 8) Database on Indian Economy, Reserve Bank of India: <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=home>
- 9) Handbook of Statistics, Reserve Bank of India: <https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=Handbook%20of%20Statistics%20on%20Indian%20States>
- 10) <https://www.econlib.org/library/Enc/MoneySupply.html>
- 11) https://www.federalreserve.gov/faqs/money_12845.htm
- 12) <https://www.bankexamstoday.com/2017/03/minimum-reserve-system-of-rbi-explained.html>
- 13) Stevens V.G., Internal Funds and Investment Function, Southern Economic Journal DOI: 10.2307/1060566 <https://www.jstor.org/stable/1060566>

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**Syllabus for SYBA
(June 2020 Onwards)**

Program: BA

Semester 3

Course: Public Finance

Course Code	Paper Title	Credit
AECO401	Public Finance	3

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Syllabus as per Choice Based Credit System

i) Name of the Programme	:	S.Y.B.A. Economics
ii) Course Code	:	AECO401
iii) Course Title	:	Public Finance
iv) Semester wise Course Contents	:	Copy of the syllabus enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	12
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	---
2 Scheme of Examination	:	Semester End Exam:60 marks (4 Questions of 15 marks) Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No

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Programme: SYBA	Semester: III
Course : Economics III	Course Code : AECO401

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Interest in understanding basic concepts and theories of public finance

Course Objectives

1.	To get introduced to Public Finance and its basic concepts
2.	To make students acquainted with structure of public budget and taxation policy
3.	To introduce students to the various expenditure heads of the Government
4.	To help students understand the basic concepts of Public Debt
5.	To expose students to structure of Indian budget

Course Content

Unit No.	Content	Lectures
I: Introduction	Meaning and Scope of Public Finance; Public Finance versus Private Finance; Market Failure: Public Goods and Private Goods, Samuelson's Theory of Public Goods vs Private Goods Allocation, Externalities, Efficiency versus Equity; Principles of Sound Finance and Functional Finance; Allocation, Distribution, Stabilisation and Growth Functions of the Government	12
II: Fiscal Policy: Budget and Taxation	Dalton's and Musgrave Versions of the Law of Maximum Social Advantage; Role of Government in a Modern Economy; Types of Public Budget; Structure of Public Budget; Role of Taxation; Merits and Demerits of Direct and	12

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	Indirect Tax Policy; Features of Good Tax System; Evaluation of the Indian Tax System, Concept of Impact, Incidence and Shifting of Taxation; Elasticity and Determination of Tax Burden, Fiscal Expansion and Contraction.	
III: Fiscal Policy: Public Expenditure and Debt	Canons of Public Expenditure; Classification of Public Expenditure; Wagner's Law of Public Expenditure, Peacock and Wiseman's Hypothesis; Public Expenditure as an Instrument of Fiscal Policy; Meaning and Types of Public Debt; Burden of Public Debt; Principles of Public Debt Management; Concepts of Deficits, .	12
IV: Indian Public Finance	Budget of The Government of India (Previous Financial Year); Sources of Public Receipts (Tax And Non-Tax, Introduction To GST); Components of Public Expenditure; Sources of Public Borrowing and Debt Liabilities; Deficits; Appraisal of FRBM Act, 2004; Fiscal Federalism: Horizontal and Vertical Equity, Fourteenth Finance Commission Recommendations.	12
Total No. of Lectures		48

Beyond the Syllabus

Use of Case studies, Presentations

Semester III: Public Finance (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1 Brief Answers (2/3)	(Unit 1)	15 Marks
Q.2 Brief Answers (2/3)	(Unit 2)	15 Marks
Q.3 Brief Answers (2/3)	(Unit 3)	15 Marks
Q.4. Brief Answers (2/3)	(Unit 4)	15 Marks

Course Outcomes

Students should be able to...

CO1	Understand the basics of Public Finance
CO2	Understand the role of government in providing public goods and merit goods
CO3	Get acquainted with various sources of revenue to the government
CO4	Develop an insight into public debt, its impact and management
CO5	Understand Fiscal responsibility, Fiscal Federalism and the role of Finance Commissions

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Syllabus Prepared by:

1. Ms. Vaishali Dhammapathee, Head, Department of Economics
2. Ms. Madhura Todewale, Assistant Professor, Department of Economics

Recommended Resources

Reference Books

1. J. Hindriks, G. Myles, (2006), Intermediate Public Economics, MIT Press.
2. Harvey Rosen, (2012), Public Finance, Eighth Edition, McGraw Hill Publications
3. Kaushik Basu and Maertens (ed), (2013), The New Oxford Companion to Economics
4. Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers
5. Bhatia H.L., Public Finance, 29th Edition, Vikas Publishing House
6. Report of the Fourteenth Finance Commission, Government of India.
7. Union Budget: <https://www.indiabudget.gov.in/>
8. Economic Survey: <https://www.indiabudget.gov.in/economicsurvey/>
9. Ministry of Statistics and Implementation: <http://www.mospi.nic.in/data>
10. Database on Indian Economy, Reserve Bank of India:
<https://dbie.rbi.org.in/DBIE/dbie.rbi?site=home>
11. Handbook of Statistics, Reserve Bank of India:
<https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=Handbook%20of%20Statistics>

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**Syllabus for SYBA
(June 2020 Onwards)**

Program: BA

Semester 3

Course: Market Research Techniques I

Course Code	Paper Title	Credit
AMR301	Market Research Techniques I	2

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Syllabus as per Choice Based Credit System

i) Name of the Programme	:	S.Y.B.A. Economics
ii) Course Code	:	AMR301
iii) Course Title	:	Market Research Techniques I
iv) Semester wise Course Contents	:	Copy of the syllabus enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	02
vii) No. of lectures per Unit	:	15
viii) No. of lectures per week	:	04
ix) No. of Tutorial per week	:	---
2 Scheme of Examination	:	Semester End Exam:60 marks (4 Questions of 15 marks) Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No

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Programme: SYBA									Semester: III		
Course: Market Research Technique I									Course Code: AMR301		
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination		Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written		
4	-	-	3	15	15	10		-	60		100
Max. Time, End Semester Exam (Theory) -2Hrs.											

Prerequisite: An inclination towards learning the fundamentals of market research

Course Objectives

1.	To introduce students to the idea of Market Research in particular
2.	To introduce students to the process of research
3.	To get them acquainted with various sources of information
4.	To introduce them to the basics of sampling

Course Content

Unit No.	Content	Lectures
I: Introduction to Market Research	What is market research? Market research and marketing information systems-The organisation of marketing research function- Evolution of market research- The research process and design, types of Market Research Steps in research design process - Issues in market research: methodological and ethical.	15
II: Data and its sources	The sources of research data- secondary data and its nature, sources and examples of its applications- Merits and Demerits of Primary and Secondary Data. Survey research: meaning criteria for the selection of a survey method, Interviewing for Surveys. Panels: Uses and Types Introduction to Meta Data and Analytics	15
III: Sampling	Sampling: Overview of the Sampling process- Census vs. sample- Sampling methods- Selection of a sample in practice- Determination of sample size, validity and reliability.	15

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Total No. of Lectures	45
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Beyond the Syllabus

Case study analysis of major firms, selection of sample from real life data

Semester III: Market Research Techniques I (Paper Pattern)

Duration: 2 hours **Marks: 60**

Q.1 Brief Answers (2/3)	(Unit 1)	15 Marks
Q.2 Brief Answers (2/3)	(Unit 2)	15 Marks
Q.3 Brief Answers (2/3)	(Unit 3)	15 Marks
Q.4. Brief Answers (2/3)	(Unit 4)	15 Marks

Course Outcomes

Students should be able to...

CO1	Understand the Market research and its importance in decision making of a firm
CO2	Get an insight about basics of research process
CO3	Understand the various sources of information available and select the most appropriate source in a given situation
CO4	Understand sampling process and be able to select a sample in research.

Syllabus Prepared by:

3. Ms. Vaishali Dhammapathee, Head, Department of Economics
4. Ms. Madhura Todewale, Assistant Professor, Department of Economics

Recommended Resources

Reference Books	<ol style="list-style-type: none"> 1. Paul Green, Donald Tull and Gerald Albaum, Research for Marketing Decisions. Prentice-Hall of India, New Delhi, 2003 Publication. 2. Seymour Sudman and Edward Blair, Marketing Research – A Problem Solving Approach, Boston: McGraw-Hill 1998. 3. Gujrati, Porter D., Gunasekar S., Basic Econometrics, Special India Edition, 2017, McGraw Hill Education 4. Chawla and Sondhi (2016), Research Methodology, 2nd Edition, Vikas Publishing House 5. Meta Data Creation, University Library, UC Santacruz https://guides.library.ucsc.edu/c.php?g=618773 6. Analytics 3.0, Harvard Business Review https://hbr.org/2013/12/analytics-30
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**Syllabus for SYBA
(June 2020 Onwards)**

Program: BA

Semester 4

Course: Macroeconomics II

Course Code	Paper Title	Credit
AECO302	Macroeconomics II	3

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Syllabus as per Choice Based Credit System

i) Name of the Programme	:	S.Y.B.A. Economics
ii) Course Code	:	AECO302
iii) Course Title	:	Macroeconomics II
iv) Semester wise Course Contents	:	Copy of the syllabus enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	12
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	---
2 Scheme of Examination	:	Semester End Exam:60 marks (4 Questions of 15 marks) Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No

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Programme: SYBA	Semester: IV
Course: Economics II	Course Code: AECO302

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite:

Course Objectives	
1.	To introduce students to the basic concepts of Inflation, its measurement and impact
2.	To get students introduced to the fundamentals of Monetary Policy and its role in the economy
3.	To get students acquainted with Fiscal Policy and its impact on the functioning of the economy
4.	To expose students to the Post-Keynesian literature in Economics
5.	To help students understand the basics of International Finance

Course Content		
Unit No.	Content	Lectures
I: Inflation	The Economics of Depression, Hyper Inflation; Inflation: Features and Causes, Demand Pull Inflation and Cost Push Inflation, Effects of Inflation; Nature of Inflation: Comparison between developing and developed countries, Phillips Curve (Short Run and Long Run); Stagflation: Meaning, Causes and Consequences. Measures of Inflation: CPI and WPI	12
II: Economic Policy	Monetary Policy: Objectives, Instruments, Limitations, Role of Monetary Policy in Developing Economies; Fiscal Policy: Objectives, Instruments, Limitations and Role of Fiscal Policy in Developing Economies. Concept of Tax Multiplier.	12

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III: Post Keynesian Economics	The IS-LM Model of Integration of Commodity and Money Market; IS Curve: Derivation of IS Curve, Shift in IS Curve, Equilibrium in Goods Market; LM Curve: Derivation of LM Curve, Shift in LM Curve, Equilibrium in Money Market; Simultaneous Equilibrium in Goods and Money Market, Elasticity of LM Curve and Effectiveness of Monetary and Fiscal Policy	12
IV: External Sector	Balance of Payment: Structure, Disequilibrium in Balance of Payment, Types, Causes and Measures to Correct Balance of Payment Disequilibrium; Foreign Exchange Market: Determination of Exchange Rate: Fixed and Flexible Exchange Rate; Spot and Forward Exchange Rate- Exchange Rate Policy: Overview of Exchange Rate Policy in India	12
Total No. of Lectures		48

Beyond the Syllabus

Use of Case studies, Presentations, Discussion of relevant newspaper articles and research papers, Discussion of Budget and Monetary Policy

Semester IV: Macroeconomics II (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1 Brief Answers (2/3)	(Unit 1)	15 Marks
Q.2 Brief Answers (2/3)	(Unit 2)	15 Marks
Q.3 Brief Answers (2/3)	(Unit 3)	15 Marks
Q.4. Brief Answers (2/3)	(Unit 4)	15 Marks

Course Outcomes

Students should be able to...

CO1	Calculate the inflation rates using the popular indices
CO2	Understand RBI's Monetary Policy and its instruments
CO3	Develop an understanding about the Government's Budget and its relevance in a given economic situation
CO4	Develop a deeper understanding about the effectiveness and relevance of monetary and fiscal policy in everyday living situations
CO5	Understand the working of foreign exchange markets

Syllabus Prepared by:

1. Ms. Vaishali Dhammapathee, Head, Department of Economics
2. Ms. Madhura Todewale, Assistant Professor, Department of Economics

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Recommended Resources

**Reference
Books**

1. Francis Cherunilam, (2020), International Economics, 6th Edition Tata McGraw-Hill.
2. N. Gregory Mankiw, (2015), Principle of Macroeconomics Cengage Learning
3. Richard Froyen, (2012), Macroeconomics: Theories and policies, 10th Edition Pearson Education.
4. Rudiger Dornbusch, Stanley Fisher and Richard Startz (2012), Macroeconomics, 10th Edition, McGraw Hill Education
5. Eroll D'Souza, (2009), Macroeconomics, Pearson Education.
6. Suman Kalyan Chakravarty, (2010), Macroeconomics, Himalaya Publishing House.
7. Bo Soderstein, (1994), International Economics, Palgrave Macmillan.
8. National Income Accounting, NCERT:
<https://ncert.nic.in/ncerts/l/leec102.pdf>

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**Syllabus for SYBA
(June 2020 Onwards)**

Program: BA

Semester 4

Course: Indian Economy

Course Code	Paper Title	Credit
AECO402	Indian Economy	3

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Syllabus as per Choice Based Credit System

i) Name of the Programme	:	S.Y.B.A. Economics
ii) Course Code	:	AECO402
iii) Course Title	:	Indian Economy
iv) Semester wise Course Contents	:	Copy of the syllabus enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	12
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	---
2 Scheme of Examination	:	Semester End Exam:60 marks (4 Questions of 15 marks) Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No

The Kelkar Education Trust's
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Programme: SYBA	Semester: III
Course : Economics III	Course Code : AECO402

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Interest in understanding macroeconomic aspects of Indian Economy

Course Objectives

1.	To understand the nature and sectoral composition of the Indian Economy
2.	To get acquainted with structural changes in the Indian Economy
3.	To introduce students to the Agricultural Sector and food security issue
4.	To give students an overview of the industrial sector in India
5.	To introduce students to the Service Sector in India

Course Content

Unit No.	Content	Lectures
I: Introduction	Gross State Domestic Product and Per Capita Income, Trends in India's National Income and PCI Since 1990; Structural Changes in Indian Economy; Brief Overview of the Employment Generation and Poverty Alleviation Programmes; Regional Inequalities; Measures to Reduce Regional Inequalities in India, Health and Education, Current Status and Measures to improve outcomes	12
II: Agricultural Sector	Role of Agriculture in Economic Development; Causes of Low Productivity; Agricultural Inputs; Agricultural Price Policy: Recent Minimum Support Price Policy; Income Support for Farmers; Sources of Agricultural Finance; Micro Finance; NABARD:	12

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	Role and Function; Agrarian Crisis- A Case Study of Maharashtra; National Policy for Farmers, 2007; Organic Farming Policy; Food Security in India	
III: Industrial Sectors	Infrastructure for Industrial Development; Industrial Policies in India; Industrial Policy of 1991: Features and Evaluation; Micro, Small and Medium Enterprises (MSMEs): Classification, Role and Policy Measures; Growth of Large-Scale Industries and Economic Development; Recent Policies and Programs for Industrial Development: Start Up India, Make in India, Skill India; Role and Trends of FDI in Industrial Sector Development.	12
IV: Service Sector	Role of Service Sector in Indian Economy; Growth and Performance of Healthcare; Performance of Trade and Tourism, Information Technology and IT - Enabled Services, Industrial Revolution- 4; Research and Development Services with Reference to Education, Skill Development and Employment Generation in India; Platform Services Sector, Services Sector- A SWOC Analysis	12
Total No. of Lectures		48

Beyond the Syllabus

Use of Case studies, Presentations

Semester IV: Indian Economy (Paper Pattern)

Duration: 2 hours

Marks: 60

Q.1 Brief Answers (2/3)	(Unit 1)	15 Marks
Q.2 Brief Answers (2/3)	(Unit 2)	15 Marks
Q.3 Brief Answers (2/3)	(Unit 3)	15 Marks
Q.4. Brief Answers (2/3)	(Unit 4)	15 Marks

Course Outcomes

Students should be able to...

CO1	Learn about recent developments in the Indian Economy
CO2	Learn about regional inequalities in India and policies to overcome them
CO3	Get acquainted with agrarian crisis in India
CO4	Understand the performance and the issues of the industrial sector in the country
CO5	Develop an insight into the role of Service Sector in the Indian Economy

Syllabus Prepared by:

The Kelkar Education Trust's
V.G.Vaze College of Arts, Science and Commerce
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| 1. Ms. Vaishali Dhammapathee, Head, Department of Economics
2. Ms. Madhura Todewale, Assistant Professor, Department of Economics |
|--|

Recommended Resources

Reference Books

1. Ashwini Mahajan, Gaurav Datt, (2018) 'Indian Economy', S. Chand and Company
2. Brahmananda, P.R. and V.R. Panchmukhi (Eds.), (2001), 'Development Experience in India: Inter-State Perspectives', Bookwell, New Delhi.
3. Datt, Ruddra and K.P.M, Sundaram, (2017), 'Indian Economy', S. Chand & Company
4. Misra, S. K. and V. K. Puri, (2018) 'Indian Economy', Himalaya Publishing House
5. Gaurav Datt and Ashwani Mahajan, (2016) 'Indian Economy', S Chand Publications, New Delhi.
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10. Fourth Industrial Revolution
<https://www.forbes.com/sites/bernardmarr/2018/08/13/the-4th-industrial-revolution-is-here-are-you-ready/#1caf3366628b>
11. Union Budget: <https://www.indiabudget.gov.in/>
12. Economic Survey: <https://www.indiabudget.gov.in/economicsurvey/>
13. Ministry of Statistics and Implementation: <http://www.mospi.nic.in/data>
14. Database on Indian Economy, Reserve Bank of India: <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=home>
15. Handbook of Statistics, Reserve Bank of India: <https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=Handbook%20of%20Statistics>
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**Syllabus for SYBA
(June 2020 Onwards)**

Program: BA

Semester 4

Course: Market Research Techniques II

Course Code	Paper Title	Credit
AMR301	Market Research Techniques	2

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Syllabus as per Choice Based Credit System

i) Name of the Programme	:	S.Y.B.A. Economics
ii) Course Code	:	AMR301
iii) Course Title	:	Market Research Techniques II
iv) Semester wise Course Contents	:	Copy of the syllabus enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	02
vii) No. of lectures per Unit	:	15
viii) No. of lectures per week	:	04
ix) No. of Tutorial per week	:	---
2 Scheme of Examination	:	Semester End Exam:60 marks (4 Questions of 15 marks) Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No

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Programme: SYBA	Semester: IV
Course: Applied Component	Course Code: AMR301

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	3	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Basic understanding about Market Research, sources of data and sampling

Course Objectives

1.	To introduce students to various types of attitude scales and rating scales in research
2.	To help the students in understanding the basic principles of constructing a questionnaire
3.	To give them an insight about various qualitative techniques of gathering information used in research
4.	To introduce them to the quantitative tools used to analyze the data collected

Prerequisite: Basic understanding about Market Research, sources of data and sampling

Course Content

Unit No.	Content	Lectures
I: Attitude Measurement and Scaling	Attitude, Measurement and Scaling: Types of Measurement Scales- Attitude Scales- Classification of Scales- Criteria for Good Measurement	15
II: Questionnaire Construction	Questionnaire – Types, Procedure for formulating Questionnaire- Determining Types of Questions- Criteria for Question Designing- Questionnaire Structure.	15

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III: Qualitative and Quantitative Techniques	Qualitative techniques: Observation and in-depth interviews, Focused Group Interviews- Overview of projective techniques-Data Analysis Techniques: Correlation: Karl Pearson and Spearman's Rank Correlation, Regression Analysis- Applications of Market Research	15
Total No. of Lectures		45

Beyond the Syllabus

Carrying out surveys and analyzing the data so collected with the help of various quantitative techniques

Semester IV: Market Research Technique (Paper Pattern)

Duration: 2 hours **Marks: 60**

Q.1 Brief Answers (2/3)	(Unit 1)	15 Marks
Q.2 Brief Answers (2/3)	(Unit 2)	15 Marks
Q.3 Brief Answers (2/3)	(Unit 3)	15 Marks
Q.4. Brief Answers (2/3)	(Unit 4)	15 Marks

Course Outcomes

Students should be able to...

CO1	Learn about various scales of measurement and be able to use them in their research
CO2	Construct questionnaires for surveys based on the principles taught
CO3	Learn about the qualitative techniques of gathering data and use them in research
CO4	Learn about the quantitative techniques of analyzing data and be able to select a technique most relevant to the research problem and apply
CO5	Carry out a research project on his own

Syllabus Prepared by:

1. Ms. Vaishali Dhammapathee, Head, Department of Economics
2. Ms. Madhura Todewale, Assistant Professor, Department of Economics

Recommended Resources

Reference Books	<ol style="list-style-type: none"> 1. Paul Green, Donald Tull and Gerald Albaum, Research for Marketing Decisions. Prentice-Hall of India, New Delhi, 2003 Publication. 2. Seymour Sudman and Edward Blair, Marketing Research – A Problem Solving Approach, Boston: McGraw-Hill 1998. 3. Krishnaswami, O.R & M. Ranganatham, Methodology of Research in Social Sciences, Himalaya Publishing House,
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	<p>Mumbai, 2016</p> <ol style="list-style-type: none">4. Gujrati, Porter D., Gunasekar S., Basic Econometrics, Special India Edition, 2017, McGraw Hill Education5. Chawla and Sondhi (2016), Research Methodology, 2nd Edition, Vikas Publishing House
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