



Royal College of Arts, Science and Commerce (Autonomous)

Affiliated to University of Mumbai



Program: B.A

Course: FYBA

Syllabus for Semester: I and II

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from the
Academic year 2024-2025

Programme Outcomes (POs)

Sr.No.	On completing B.A. the students will be able to:
PO1	Describe and define concepts of the major and elective papers
PO2	Demonstrate scientific temperament when faced with varied worldviews.
PO3	Develop professional skills and an ability to apply theory into practice in real-life situation
PO4	Demonstrate integrity, tolerance and sensitivity in social interactions in a multicultural and digital world
PO5	Demonstrate ethical ideals and academic responsibility

Programme Specific Outcomes (PSOs) for Economics

Sr.No.	On completing B.A. Economics, the student will be able to:
PSO1	To define microeconomic principles and will be able to apply and describe individual economic agents' behaviour, market structures and pricing strategies
PSO2	To analyze macroeconomic trends and policies
PSO3	To discuss international trade and finance theories, exchange rate dynamics, trade policies, and their implications for global economies.
PSO4	To be familiar with financial markets, investment analysis and financial institutions' operations.
PSO5	To describe and reproduce economic research projects, including formulating research questions, collecting data, applying appropriate methodologies, and interpreting results.
PSO6	To evaluate and appraise economic policies using empirical evidence and economic theories, and assess their effectiveness and potential impacts.
PSO7	To demonstrate ethical awareness in economic decision-making and adhere to sustainable development standards in their work, including honesty, objectivity, and respect for diverse perspectives.

Course/PaperTitle	Introduction to Microeconomics-I
Courseofferedas	Economics
CourseCode	RCUAECOMJ101
Semester	I
No.ofCredits	4
No.oflectureHours/week	4/WEEK

SrNo.	CourseObjectives:
1	To help learner understand the basic principles of microeconomics.
2	To use economic concepts in individual decision-making process
3	To enhance analytical skills of the students for solving economic problem

CourseOutcome

	On completing the course, the student will be able to:
CO1	Explain basic concepts of microeconomics.
CO2	Apply concepts of microeconomics into business and real -life problem.
CO3	Demonstrate and understand different concepts of elasticity of demand its importance and applications in real life.
CO4	Describe the theories of consumer behaviour in making a rational consumer decision

Detailed Syllabus

SEMESTER-I

Module	Titlewithcontent	No. of lectures
I	Introduction to Microeconomics <ul style="list-style-type: none"> • Micro economics: Meaning, nature, scope, significance and limitations Economic models and Methodologies: Scientific method, Role of Assumptions, Production possibility curve • Economist as policy advisors: Positive economics and normative economics. PrinciplesofEconomics <ul style="list-style-type: none"> • Trade-Off Faced by the Individuals • Significance of Opportunity Cost in Decision Making • Thinking at the Margin • Responses to incentives • Benefits from Exchange • Organization of Economic Activities through Markets and its Benefits • Role of Government in improving Market Outcomes 	15 Lectures
II	Markets,DemandandSupply <ul style="list-style-type: none"> • Demand Analysis: Meaning of demand, Demand Function, Derivation of Demand curve, Individual demand versus Market Demand • Supply Analysis: Meaning of supply, Supply function, Derivation of Supply curve, Individual Supply versus Market Supply. • Market Equilibrium: Changes in equilibrium, Changes in demand and Supply, movements along the demand curve, shifts in the demand curve, shifts in supply curve 	15 Lectures
III	Elasticity of Demand <ul style="list-style-type: none"> • Elasticity of demand: Meaning of elasticity of demand, Methods of elasticity of Demand, • Types of elasticity of demand: Price, Income and cross 	15 Lectures

	<p>elasticity of demand</p> <ul style="list-style-type: none"> • Elasticity of Demand and applications: Total revenue and the elasticity of demand, Taxes, Subsidies and elasticity effects 	
IV	<p>Consumer's Behavior</p> <ul style="list-style-type: none"> • Utility Analysis: meaning of Utility, Cardinal and Ordinal Approaches, types of goods: Substitutes and complementary • Indifference Curve Analysis: Meaning, types and properties of indifference curve • Budget Constraint: Meaning, Properties and derivation of Budget line • Consumer's Equilibrium: Budget optimization, Income, Price and Substitution effect 	15 Lectures

References:

1. N. Gregory Mankiw, (2015), "Principles of Microeconomics" 7th edition - Cengage Learning.
2. Salvatore D, (2003) "Microeconomics Theory and Applications" Oxford University Press, New Delhi.
3. M. L. Jhingan, (2006) "Microeconomics Theory", 5th edition Vrinda Publication (P) Ltd.
4. H. L. Ahuja, (2016) "Advance Economics Theory" S. Chand & Company Ltd.
5. Paul Samuelson and W. Nordhaus, (2009): Economics, 19th Edition McGraw Hill Publications.

Course/PaperTitle	Introduction to Microeconomics-II
Courseofferedas	Economics
CourseCode	RCUAECOMJ201
Semester	II
No.ofCredits	4
No.oflectureHours/week	4/WEEK

SrNo.	Course Objectives:
1	To understand the concept of Microeconomics.
2	To enhance students' knowledge about Production, Cost and Revenue
3	To acquaint the basic knowledge about Different Market Structure.

	On completing the course, the student will be able to:
CO1	Describe the conduct of firms and industries in a perfectly competitive and monopolistic market structure
CO2	Demonstrate knowledge on the working of monopolistic and oligopolistic markets.
CO3	Determine the distribution of income among the factors of production
CO4	Compare and contrast production and cost of firms in the short run and long run

SEMESTER - II

Module	Titlewithcontent	No. of lectures
I	ProductionAnalysis <ul style="list-style-type: none"> • Meaning of Production Function; Concept: Total product, Average product and Marginal Product and types of production function. • Law of Variable Proportion • Iso-quant and Properties of Iso-quant curve; Iso- cost curve • Producer's equilibrium • Law of Returns to Scale 	15 Lectures
II	Cost&Revenue Analysis <ul style="list-style-type: none"> • Concepts of Costs: Money and Real Cost, Social Cost, Private Cost, Explicit and Implicit Cost • Opportunity Cost; Relationship between Average, Marginal and Total Cost • Derivation of Short Run and Long Run Cost Curves • Concepts of Revenue: Types of revenue and relationship between TR, AR, MR and Elasticity of demand. 	15 Lectures
III	Equilibrium inDifferentMarket Structure <ul style="list-style-type: none"> • Concept Of Equilibrium: TR - TC And MR - MC Approach • Markets structures: Concept and features of Perfect and Imperfect market (Monopoly, Monopolistic Competition and Oligopoly) • Equilibrium under various perfect and imperfect markets. 	15 Lectures
IV	Factor Pricing <p>Rent: Ricardian Theory of Rent, Modern Theory of Rent.</p> <p>Wages: Modern Theory of Wages</p>	15 Lectures

	Interest: Classical Theory of Interest, Loanable Funds Theory of Interest	
	Profit: Risk and Uncertainty Theory of Prof. Knight.	

Reference

1. A.Koutsoyainnis,(2015),ModernMicroeconomics,2ndedition,Palgrave Macmillan.
2. PaulSamuelsonandW.Nordhaus,(2009),Economics,19thedition:Economics,McGrawHillPublications.
3. MankiwM.G(2015), PrinciplesofMicroeconomics7thedition-Cengage Learning.
4. AnindyaSen, (2006),Microeconomics,OUPIndiaPublisher.
5. M.L.Jhingan,(2006),“MicroeconomicsTheory”,5thedition,VrindaPublication(P)Ltd.
6. H.L.Ahuja,(2016),“AdvanceEconomicsTheory” S.Chand&Company Ltd.
7. Gupta, P. S. (2023), "*Statistical Methods*. New Delhi" S.Chand &Company Ltd.

Skill Enhancement Course: Semester I

Course/ Paper Title	Introduction to Methods of Scientific Inquiry
Course offered as	SEC
Course Code	RCUAECOSEC101
Semester	I
No. of Credits	02
No. of lecture Hours/week	02

Sr No.	Course Objectives
1	Introduce students to basic concepts of and methods in research
2	Learn about the ethical guidelines and consideration in research
3	Foster scientific temperament and interest and skills in research
4	Equip students to use the methods learnt in research projects

Course Outcome(s):

	On completing the course, the students will be able to:
CO1	Explain the basic concepts, goals and principles of research
CO2	Describe hypothesis, types, analysis, variables and sampling in research
CO3	Discuss various scientific methods of inquiry and methods of data collection
CO4	Evaluate the ethical concerns in research
CO5	Formulate hypothesis for variables given.

Detailed Syllabus

Semester I

Module	Title with content	No. of lectures
I	<u>Introduction to Scientific Methods of Inquiry</u> a) Introduction to research, scientific method and its application in psychology. b) Goals, Principles and step in scientific enquiry: Hypothesis, types, formation of hypothesis, data collection, analysis and inferring research findings. c) Variables in Psychological Research, Sampling: Random and non-random d) Ethical consideration and guidelines	15
II	<u>Quantitative and Qualitative Methods of Inquiry</u> a) Nonexperimental Research: Observational Research, Correlational Research, Case Study and Survey Research b) Experimental Research: Laboratory and field Experimental Research, Quasi Experiment c) Introduction to Qualitative Research Qualitative d) Data Collection and Analysis Methods: Interviews, Observations, Focus groups, Document analysis. Introduction to qualitative data analysis techniques.	15

(Two units for a two-credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References

Kumar R. (2011), 3rd Edition, Research Methodology a step-by-step guide for beginners. London: Sage Publications

Kerlinger, Fred N. () Foundations of Behavioural Research. New York: Harcourt Brace Jovanovich College Publishers - 150.7943, KER (12635)

Coolican, H. (2006) Introduction to Research Methods in Psychology. Great Briton: Hodder Arnold- 150.194 COO (31471)

Kothari, C. R. (2002) Research Methodology: Methods and Techniques. New Delhi: Wishwa Prakashan.

SEC

Introduction to Methods of Scientific Inquiry (RCUAPSYSEC101)

I	Internal Assessment	
a	Essay/MCQ/True false/Match the column/ identify variables for given scenario, formulate hypothesis	20 marks
b	Design/conduct research using the methods learnt	25 marks
d	Attendance	05 marks
	Total	50 marks
II	Semester End Examination	Nil

Name of the Course: Business Entrepreneurship

Sr. No.	Heading	Particulars
1	Description the Course:	<p>Entrepreneurial development plays a significant role in economic growth. It encourages innovations, new ideas, products and services to the market. It promotes healthy industrial atmosphere by creating avenues for setting the industries and creating wealth and new positions. It provides large scale employment and ways to promote qualities of human life by improving standard of living. There is wider scope in the rural areas for entrepreneur development in the form of agri entrepreneurship.</p> <p>The course on Entrepreneurship Development will help the student's understanding about the conceptual, theoretical and practical knowledge of entrepreneurial abilities and skills.</p>
2	Vertical:	Skill Enhancement√
3	Type:	VSC
4	Course code	RCUAECOSEC102
5	Semester	II
6	Credit:	2 Credits
7	Hours Allotted:	30 Hours
8	Marks Allotted:	50 Marks
8	Course Objectives: 1) To inculcate theoretical understanding about entrepreneurship 2) Creating knowledge base to enhance entrepreneurial abilities qualities and skills 3) To enlighten knowledge about entrepreneurship, agri entrepreneurship and development 4) To acquaint students' knowledge with recent trends and development	

8	<p>Course Outcomes: Student will be able to</p> <ol style="list-style-type: none"> 1) Understand about various aspects about entrepreneurship development 2) Apply entrepreneurial knowledge and skills for solving real life problems 3) Analyse different opportunities and challenges of Entrepreneurship development 4) Evaluate different policies and programmes on entrepreneurship. 5) Adapt skill set required to become successful entrepreneur and face any challenges.
9	<p>(This Course is also applicable to the students of Institute of Distance & OpenLearning (IDOL) of University of Mumbai)</p> <p>Module I: Introduction (15 hours) (1 Credit)</p> <p>Entrepreneurship -Meaning, Definition and Significance -Types of Entrepreneurs - Essential qualities to become successful entrepreneur -Functions of Entrepreneur-Obstacles and Challenges before entrepreneurs-Measures to overcome obstacles-Examples of successful Indian entrepreneurs-Incentives and subsidies to entrepreneurs in India.</p> <p>Module II: Entrepreneurship and Entrepreneurial Development (15 Hours) (1 Credit)</p> <p>Factors influencing entrepreneurial development-Role of psychological, social and cultural factors in entrepreneurial development - Agriprenuership: meaning and importance, Entrepreneurial opportunities in agro sector, Challenges of Agriprenuership - Remedial measures- Role of entrepreneurial development institutes in India- - Recent Development in policies and programmes on entrepreneurship.</p>
10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). Entrepreneurship. Tata McGraw-Hill Education. 2. Desai, Vasant. <i>Dynamics of Entrepreneurial Development and Management: Planning for future sustainable growth</i>. Himalaya Publication House , 2018. 3. Habbershon, Timothy G. <i>Entrepreneurship: The Engine of Growth</i>. Praeger Publishers Inc, 2006. 4. Joshi, Dr. Savita. <i>Entrepreneurship, Innovations & Start-Ups in India</i>. New Century Publications , 2017. 5. N.P.SRINIVASAN, C.B. GUPTA &. <i>Entrepreneurship Development in India</i> . Sultan Chand & Sons , 2013. 6. Timmons, Jeffry A., and Spinelli, Stephen. <i>New Venture Creation: Entrepreneurship for the 21st Century</i>. McGraw-Hill Education 7. Kuratko, D. F., & Rao, V. (2018). Entrepreneurship: Theory, Process, and Practice. Cengage Learning India.

VSC

Course/PaperTitle	Economic Data Visualization with Excel
Courseofferedas	Economics
CourseCode	RCUAECOVS101
Semester	I
No.ofCredits	2
No.oflectureHours/week	2/WEEK(1L+1P)
Sr. No.	CourseObjectives:
1	To understand basic features of MS Excel
2	To acquaint with techniques of data Visualisations
3	To equip with required skill set for Data Visualisation using MS.- Excel

	On completing the course, the student will be able to:
CO1	Understand principles and techniques of Data Visualisation
CO2	Apply features of MS-Excel
CO3	Analyse different visualization techniques and tools for a variety of Data Set
CO4	Evaluate Data using MS-Excel
CO5	Adapt skills set for uses and applications of MS Excel for Data Visualisation and Analysis

Module	Titlewithcontent	No. of lectures
I	Introduction to data Visualisation and MS-Excel 1. Introduction: Importance, Need and principles of data visualization 2. Basic features of MS-Excel: Excel interface overview, shortcuts, standard toolbar, customizing the quick access toolbar, Excel self help 3. Basic formatting: Data Import, formatting and cleaning in excel, conditional function and other functions 4. Data Processing and Data Lookups: sorting and filtering, Data validation with lists, table, text to column 5. Data Analysis in Excel: Data Analysis tools, formulas	15 Lectures
II	Data Visualization in Excel 1 Introduction to chart: Numerical charts and non-numerical charts, sparklines 2. Visualization with excel charts: creating charts from data 3. Pivot tables: Creating Pivot tables, Using the pivot table toolbar, slicers, pivot charts 4. Introduction and use of dashboard and infographics and KPI 5. Analyzing real-word dataset: Data Visualization and Statistical analysis	15 ectures

Reference Books:

1. Manning, Patrick. *Excel Data Analysis: Your Visual Blueprint for Analyzing Data, Charts, and PivotTables*. Wiley, 2015
2. Arora, ritu. *Mastering Advanced Excel*. BPB Publications , 2023.
3. Camoes, Jorge. *Data at Work: Best practices for creating effective charts and information graphics in Microsoft Excel*. New Riders; 1st edition, 2016.
4. Few, Stephen. *Now You See It: Simple Visualization Techniques for Quantitative Analysis First*. Analytics Press; First Edition , 2009.
5. Kirk, andy. *Data Visualisation: A Handbook for Data Driven Design*. SAGE Publications Ltd; First Edition , 2016.
6. Knafllic, cole nussbaumer. *Storytelling with Data: A Data Visualization Guide for Business Professionals*. Wiley; 1st edition , 2015.
7. O.A, Sam. *Excel: Mastering Data Analysis, Visualization, and Automation for Success with Microsoft 365*. SA-Publishing, 2023.
8. Ranganathan, Kavita. *Impactful Data Visualization*. Penguin Business, 2023.

9. Roy, Dr. Shrishendu. *Data Visualization : Using Power BI, Orange and Excel*. Notion Press; 1st edition, 2021.
10. Schwabish, Jonathan. *Data Visualization in Excel: A Guide for Beginners, Intermediates, and Wonks*. A K Peters/CRC Press; 1st edition, 2023 Kuratko, D. F., & Rao, V. (2018). *Entrepreneurship: Theory, Process, and Practice*. Cengage Learning India.

Royal College of Arts, Science and Commerce

(Autonomous)

Theory Examination Pattern for Two Credit Course
(Major/Minor and VSC/SEC/Open Elective)

I	Internal Assessment	
a	One class test (Short answers/Objectives/Multiple Choice)	20 marks
b	Assignment/Project/Presentation/Book or research paper Review	25 marks
c	Active Participation, Overall performance	05 marks
	Total	50 marks
II	Semester End Examination	60 Marks
	Duration	2 Hours

Maximum Marks-60

Q.No.	Particulars	Marks	Modules
Q.1 A or B	Full Length Question (attempt any one)	10	Module 1
Q.2 A or B	Full Length Question (attempt any one)	10	Module 2
Q.3 A or B	Full Length Question (attempt any one)	10	Module 3
Q.4 A or B	Full Length Question (attempt any one)	10	Module 4
Q.5	Write Short notes	20	1 Question from each module

