SYLLABUS

Kurukshetra University, Kurukshetra

BUSINESS ECONOMICS

Course Code : B23-COM-304
Course Type :CC-M3
B.Com.–II, Semester–III

Duration: 3 Hours

Maximum Marks: 100
[Internal Assessment Marks: 30
End Term Exam Marks: 70]

COURSE LEARNING OUTCOMES (CLO)

After completing this course, the learner will be able to:

1. Understand price & output determination under different market structures.
2. Understand behaviour of firms & their stakeholders with many products and multiple objectives.
3. Develop the capability to analyse macro-economic environment.
4. Take decisions according to state economic policies.

CONTENTS OF THE COURSE

Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 1 marks each. Question Nos. 2 to 9 will carry 7 marks each, having two questions from each unit.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

UNIT	TOPICS	CONTACT HOURS
I	Nature and scope of business economics, Importance of economics in business decisions. Basic Economic Concepts; Marginal analysis. Nature of demand function: law of demand, shifts in demand curve, factors influencing demand. Elasticity of demand: price, income and cross. Consumers equilibrium: Cardinal Utility Approach, Ordinal Utility approach.	14
II	Production function: short and long run-law of variable proportions; Return to factor; Law of returns to scale; economies and diseconomies of scale. Equilibrium of firm under perfect competition; monopoly - price discrimination, Price and output determination under monopolistic competition; Decisions under monopolistic competition.	16
III	Non-collusive oligopoly models- Cournot and Kinked Demand Curve; Collusive oligopoly models – Cartels, price leaderships. Employment theory, classical employment theory; Keynesian theory of employment. Money definition and its functions.	15
IV	Macro Economics: concept, nature and scope. Circular flow of income (four core sectors). National income concepts (an overview) – GNP, GDP, NNP, NDP. Inflation: types and control; Money supply (monetary aggregates); Fiscal policy; Monetary policy; Business cycles and their control.	15

CC-3 MCC-4

Session 2023-2024

Part-A Introduction

Subject	Economics
Semester	III
Name of the Course	**MICRO ECONOMICS– II**
Course Code	**B23-ECO-301**
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC / VAC	CC/ MCC
Level of the course (As per Annexure-I)	200-299
Pre-requisite for the course (if any)	CC-1 MCC-1 B23-ECO-101 MICRO ECONOMICS-I OR CC-M1 B23-ECO-103 INTRODUCTORY ECONOMICS
Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: 1. To understand the concepts in consumer and producer Theory like surplus, economies, isoquants, iso-cost lines etc.. 2. To understand market conditions of perfect competition, monopoly and monopolistic competition. 3. To understand few models of oligopoly. 4. To understand how factor prices are determined
Credits	5*.

	Theory	Tutorial	Total
Contact Hours	03	1	04
	03	1	04

Max. Marks: 100 **Internal Assessment Marks: 30** **End Term Exam Marks: 70**	**Time: 3 Hrs**

Part-B Contents of the Course

1. Nine Questions will be set in all and students will be required to attempt 5 questions.
2. Question No. 1 will be compulsory and will consist of 7 short answer type questions of 2 marks spread over the entire syllabus (2*7=14 marks).
3. For the remaining four questions, students will attempt 1 out of 2 questions from each of the four units (14 marks each).

Unit	Topics	Contact Hours
I	**Concepts in Consumer and producer Theory** • Producer Surplus • Price, Income and Substitution Effects (Hicks and Slutsky) • Economies and Diseconomies of Scale • Isoquant and Iso-Cost Lines and Producer's Equilibrium	15
II	**Market Structure** • Perfect competition (Meaning, Equilibrium of firm and industry in short run and long run). • Role of time element in price determination. • Monopoly (Meaning, Equilibrium in short run and long run). • Price discriminating monopoly.	15
III	**Market Structure**	

	• Monopolistic Competition (Meaning, Equilibrium of firm and industry in short run and long run). • Cournot's and Bertrand's Duopoly Model. • Kinked Demand Model. • Cartels and Price Leadership Models	15
IV	**Factor Pricing** • Ricardian Theory of Rent • Modern Theory of Rent, Quasi rent • Wage (Demand and Supply of Labour, Marginal Productivity Theory) • Interest (Classical and Keynesian) • Profit (Risk Theory, Dynamic Theory, Schumpeter's Innovation Theory, Uncertainty Bearing Theory)	15
V*		

Suggested Evaluation Methods

Internal Assessment: 30 ➢ **Theory (All these activities will be covered under Tutorials. Approximate contact Hours =15)** Class Participation :5 Seminar/Presentation/Assignment/Quiz/Class Test etc. :10 Mid Term Exam :15 ➢ **Practicum** Class Participation Seminar/Demonstration/Viva Voce/Lab Records etc. Mid Term Exam:	**End Term Examination:70** Theory

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

- *Ahuja, H.L(2012), Ucchatar Arthik Siddhant, S.Chand & Company, New Delhi.*
- *Dwivedi, D.N (2011), Microeconomics – Theory & Applications, Pearson.*
- *Koutsoyiannis, A.(1979),Modern Microeconomics,(2nd Edition),Macmillan Press, London.*
- *Mankiw, N.G. (2012),Principles of Microeconomics, (6th Edition), South-Western Cengage Learning.*
- *Salvatore D. (2006),Microeconomics-Theory and Applications,Oxford University Press.*
- *Varian,H. (2003),Intermediate Microeconomics, East-West Press.*
- Chopra P.N., *Micro Economics*, Kalyani

* Applicable for courses having practical component.

SYLLABUS

KURUKSHETRA UNIVERSITY

SUBJECT : BUSINESS ADMINISTRATION

SEMESTER : I

NAME OF THE COURSE : SOCIAL MEDIA MARKETING

COURSE CODE B23-BBA-105

COURSE TYPE : MDC-1

PART A – INTRODUCTION

Level of the course (As per Annexure-I — ***Introductory-Level***

Pre-requisite for the course (if any) — ***None***

Course Learning Outcomes (CLO):

After completing this course, the learner will be able to:

1. *Understand the significance and challenges of social media marketing.*
2. *Develop a comprehensive social media marketing strategy.*
3. *Create and manage engaging social media content.*
4. *Utilize social media advertising tools and analyze campaign performance.*

Max. Marks : 75

Internal Assessment Marks : 25

End Term Exam Marks : 50

Time : 3 Hours

PART B – CONTENTS OF THE COURSE

Instructions for Paper- Setter

The Paper-Setter shall set ***nine questions in all*** *and the question paper shall be divided into* ***two parts. Part 'A' shall comprise four short answer*** *type questions from the whole of the syllabus* ***carrying 2.5 marks each,*** *which shall be compulsory.* ***Part 'B' shall comprise eight questions (two questions from each unit) carrying 10 marks each*** *and the student will be required to attempt* ***four questions selecting one question from each unit.***

Unit	Topics	Contact Hours
I	Social Media Marketing: Meaning and significance in modern era; Impact of social media platforms- Facebook, LinkedIn, Twitter, Instagram, Pinterest, and YouTube on Marketing endeavours; Problems associated with Social Media Marketing.	12
II	Social Media Planning: Social media goals and objectives; Audience analysis; Developing social media marketing strategy; Social media control; Integrating marketing strategy with social media marketing strategy.	11
III	Social Media Content: Content Creation, Audience Engagement; Content Scheduling; Content Management and Control.	11
IV	Social Media Advertising and Analytics: Tools for social media Advertising; Planning and executing social media campaigns; An Overview of social media analytics tools.	11

Suggested Evaluation Methods

Internal Assessment:

Theory

Class Participation: 05

Seminar/presentation/assignment/quiz/class test etc.: 07

Mid-Term Exam: 13

End Term Examination: 50

SYLLABUS

Kurukshetra University, Kurukshetra

ECONOMICS OF GROWTH & DEVELOPMENT

Course Code : B23-ECO-501

Course Type : CC-5, MCC-9

B.A.–III, Semester–V

Duration: 3 Hours

Maximum Marks
[Internal Assessment Marks
End Term Exam Marks

COURSE LEARNING OUTCOMES (CLO)

After completing this course, the learner will be able to:

1. Appreciate the concepts of growth and development, along with the various measures
economic development.
2. Analyse various resources as well as challenges in context of economic development
3. Understand the process of economic growth as explained by various classical economi
4. Comprehend various development strategies and their application.

CONTENTS OF THE COURSE

1. Nine Questions will be set in all and students will be required to attempt 5 questions
2. Question No. 1 will be compulsory and will consist of 7 short answer type questions
2 marks spread over the entire syllabus (2*7=14 marks
3. For the remaining four questions, students will attempt 1 out of 2 questions from each of th
four units (14 marks each

UNIT	TOPICS	CONTAC HOURS
I	**Concepts of Economic Development** Economic Growth and Economic Development; Measurement of Economic Development: Per Capita Income, Basic Needs Approach, Physical Quality of Life Index (PQLI), Human Development Index (HDI) and World Happiness Index;Concept of Sustainable Development.	15
II	**Determinants and Challenges of Economic Development:** Economic and non-economic resources for Economic Development; Poverty: Concept and measurement, Vicious circle of poverty, Economic inequality; Concept and measurement; Lorenz curve, Kuznets hypothesis.	15
III	**Theories of Economic Growth and Developments;** Contribution of Adam Smith, Ricardo, Karl Marx and Schumpeter	15
IV	**Development Strategies:** Balanced and Unbalanced Growth; Theory of Big Push; Critical Minimum Efforts Thesis, low level equilibrium.	15