

AC 19/3/2012  
Item No. 4.6

# **UNIVERSITY OF MUMBAI**



**Revised Syllabus for the S.Y.BA  
Program: B.A  
Course: ECONOMICS**

**SEMESTER III & IV APPLIED COMPONENT**

(As per Credit Based Semester and Grading System  
with effect from the academic year 2012–2013)

## **S.Y.B.A**

### **ECONOMICS**

#### **APPLIED COMPONENT (Revised Syllabus)**

(To be implemented as per Credit Based Semester and Grading System with effect from the academic year 2012–2013)

### **SEMESTER - III**

303(A) Demography (Credits-2)

OR

303(B) Elementary Quantitative Techniques (Credits-2)

OR

303© Entrepreneurial Development (Credits-2)

OR

303 (D) Investment Analysis (Credits-2)

OR

303(E) Market Research (Credits-2)

### **SEMESTER - IV**

403 (A) Demography (Credits-2)

OR

403(B) Elementary Quantitative Techniques (Credits-2)

OR

403© Entrepreneurial Development (Credits-2)

OR

403(D) Investment Analysis (Credits-2)

OR

403(E) Market Research

(Credits-2)

### **303(A) Demography Paper - I**

Preamble: The modules incorporated in this paper educate the students about the inter-relationship between economic development and population along with an exposition of the established theories of population. Issues related to demographic techniques and basic sources of demographic data in the Indian economy have also been included. Aspects of the population policy and the study of its social characteristics are other important components of the modules of this paper.

### **Semester III**

1. Introduction : (15)
  - Demography – Its definition, nature and scope, its relation with other disciplines.
  - Theories of Population - Malthusian Theory, Optimum theory of population and theory of demographic transition.
  - Population growth in India.
  - Features of Indian population.
  
2. Sources of demographic data in India : (15)
  - Salient features of census – including 2011 census.
  - Civil Registration System.
  - National Sample Survey.
  - Demographic Survey – National Family Health survey -1,2 and 3.
  - Relative merits and demerits of these sources.
  
3. Techniques of Analysis : (15)
  - Crude birth rate and death rate, Age specific birth rate and death rate, standardized birth rate and death rate.
  - Study of fertility – total fertility rate, gross reproduction rate and net reproduction rate.
  - Measurement of population growth rate – simple growth rate and compound growth rate.

### **REFERENCES :**

1. Agarwal S.S. (1985) - 'India's Population Problem' – Tata McGraw Hill Publication, Bombay.
2. A.K. P.C. Swain (2008) – 'Population Studies' – Kalyani Publications, Ludhiana.
3. Bhende A.A. & Tara Kanitkar (1982) – 'Principles of Population Studies'– Himalaya Publishing House, Bombay.
4. Hans Raj (1984) – 'Fundamentals of Demography – Surjeet Publication, Delhi.

5. Jhingan, Bhat & Desai – ‘Demography’ –
6. Dr. D.D.Kachole (2001) – ‘Demography’ – Kailasha Publication, Aurangabad.

### **ADDITIONAL REFERENCES**

1. Bose A. (1996)– ‘India’s Basic Demographic Statistics’ – B.R. Publishing Corporation, New Delhi
2. Government of India – (Various Reports), Census of India, New Delhi.
3. Srinivasan K (1998) – ‘Basic Demographic Techniques and Applications’ – Sage Publications, New Delhi.
4. Dutt & Sundaram – ‘Indian Economy’
5. Tara Kanetkar and Sumati Kulkarni (1979) - ‘Loksankhya Shastra’ – Shri Vidya Prakashan, Pune.
6. Bhosale & Kate (2010) – ‘Bharatiya Arth Vyavastha’ – Phadke Prakashan , Kolhapur.
7. Bhosale & Kate (2006)– ‘Loksankhya Shastra’ - Phadke Prakashan , Kolhapur.
8. K.H. Thakkar - ‘Loksankhya Shastra’ – Phadke Prakashan , Kolhapur.
9. Ahirrao-Alizad-Dapte-Varat-Bhose (2001) – ‘Loksankhya’ – Nirali Publication, Pune

### **403(A) Demography Paper-II**

#### **Semester IV**

1. Fertility, Nuptiality and Mortality. (15)
  - Fertility – concept and factors affecting fertility.
  - Nuptiality – concept, age at marriage and factors affecting nuptiality.
  - Mortality - concept and factors affecting mortality.
  - Life Table – concept and its importance.
2. Migration and Urbanisation: (15)
  - Migration – concept and types, factors affecting migration, Theory of Migration ( Harris and Todaro model), issues related to migration.
  - Urbanisation - Concept, trends and patterns of urbanization in India, problems of urbanization in India (poverty, food supply, water, sanitation, housing, slum areas, employment, health, education, transport, environment etc).
3. Population Policy : (15)
  - Salient features and evolution of India’s population policy.
  - Shift in policy focus from population control to family welfare to women empowerment.
  - Family Planning – Meaning, importance and methods of family planning.
  - Population Projection in India.

### **REFERENCES :**

1. Agarwal S.S. (1985) - 'India's Population Problem' – Tata McGraw Hill Publication, Bombay.
2. A.K. P.C. Swain (2008) – 'Population Studies' – Kalyani Publications, Ludhiana.
3. Bhende A.A. & Tara Kanitkar (1982) – 'Principles of Population Studies'– Himalaya Publishing House, Bombay.
4. Hans Raj (1984) – 'Fundamentals of Demography – Surjeet Publication, Delhi.
5. Jhingan, Bhat & Desai – 'Demography' –
6. Dr. D.D.Kachole (2001) – 'Demography' – Kailasha Publication, Aurangabad.

### **ADDITIONAL REFERENCES**

1. Choubey P.K. (2000) - 'Population Policy of India', - Kanishka Publication, New Delhi.
2. Gandotra & Narayan Das (1984) – 'Population Policy in India'- Blackie Publication, Mumbai.
3. Government of India – (Various Reports), Census of India, New Delhi.
4. Gupta J.A. (2000), 'New Reproductive Technologies : Women's Health and Autonomy, Indo-Dutch Studies on Development Alternatives, Sage Publications, New Delhi.
5. Phadke V.S. & Swapna Banerjee Guha (Ed) (2007)- 'Urbanisation, Development and Environment' – Rawat Publication, New Delhi.
6. Shekhar Mukherjee (2006)– ' Migration and Urban Decay' – Rawat Publication, New Delhi.
7. Todaro Michael P & Stephen C Smith (2003) – 'Economic Development', 8e- Delhi Pearson Education.
8. Dutt & Sundaram – 'Indian Economy'
9. Tara Kanetkar and Sumati Kulkarni (1979) - 'Loksankhya Shastra' – Shri Vidya Prakashan, Pune.
10. Bhosale & Kate (2010) – 'Bharatiya Arth Vyavastha' – Phadke Prakashan , Kolhapur.
11. Bhosale & Kate (2006)– 'Loksankhya Shastra' - Phadke Prakashan , Kolhapur.
12. K.H. Thakkar - 'Loksankhya Shastra' – Phadke Prakashan , Kolhapur.
13. Ahirrao-Alizad-Dapte-Varat-Bhose (2001) – 'Loksankhya' – Nirali Publication, Pune

## **303(B) ELEMENTARY QUANTITATIVE TECHNIQUES Paper-I**

### **Semester III**

The paper on Elementary Quantitative Techniques for Semester III consists of three modules. Module I and Module II are based on statistical techniques, while Module III comprises basic probability and has incorporated arithmetic techniques (financial applications) which will help in furbishing the quantitative aptitude of students.

#### **UNIT- I**

15 lectures

- A:** Data sources -primary and secondary sources—Frequency distribution-univariate and cumulative.-Graphical representation using Bar diagrams, Pie charts and Histogram.
- B:** Measures of Central Tendency-Mean, Median and Mode.

#### **UNIT- I I**

15 lectures

- A:** Measure of Dispersion-Absolute and relative.
- B:** Measures of correlation-- Spearman's and Karl Pearson's

#### **UNIT- I II**

15 lectures

- A:** Probability- concepts: sample space, independent and dependent events, calculation of probability using permutation and combination
- B:** Financial Statistics: Profit, loss and discount. Simple and compound interest, growth and depreciation.

### **References**

1. Gupta S.P.: Statistical Methods, S. Chand, New Delhi, 2008.
2. Sancheti, D. C and V.K. Kapoor : Statistics: Theory, Methods and Applications, Sultan Chand & Sons, New Delhi, 2007.
3. Guha A.: Quantitative Aptitude ,Tata McGraw-Hill, New Delhi,2005

## **403(B) ELEMENTARY QUANTITATIVE TECHNIQUES Paper-II**

### **Semester IV**

The paper on Elementary Quantitative Techniques for Semester IV consists of three modules. Module I and Module II are based on mathematical techniques, while Module III has incorporated financial mathematics which will help in furbishing the quantitative aptitude of students.

#### **UNIT- I**

15 lectures

- A:** Functions-graphing of functions (constant, linear, quadratic, cubic), and their applications in economics.
- B:** Limits, continuity, derivatives and rules of differentiation-constant function, linear function, power function, sum and difference, product and quotient.

#### **UNIT- II**

15 lectures

- A:** Second order derivatives and economic applications- marginal cost, marginal revenue, profit maximization
- B:** Linear Programming- formulation of the objective function and the constraints, graphical solution.

#### **UNIT- III**

15 lectures

- A:** Matrix algebra-definition and types of matrices. Algebraic operations of addition, subtraction, scalar multiplication, and multiplication of matrices {2x2 only}.
- B:** Financial Mathematics-arithmetic progression, geometrical progression, sum of n terms, series.

### **References**

1. Dowling Edward T.: Introduction to Mathematical Economics, Schaum's Outline Series, Tata McGraw-Hill, New Delhi, 2004.
2. Guha A.: Quantitative Aptitude, Tata McGraw-Hill, New Delhi, 2005
3. Dinwiddy C.: Elementary Statistics For Economists, OUP, New Delhi, 2002.

## **303© Entrepreneurial Development Paper-I**

### **Semester III**

**Preamble:-** Entrepreneurship is the 'Engine of economic development.' This paper is revised keeping in view dynamic nature of the education system, which would create global competence, skill development and motivation among the young learners to become a successful entrepreneur. The paper should be taught and learnt by using participatory methods of teaching – learning and including industrial and institutional visits for the project work of internal assessment.

#### **UNIT – I Entrepreneurship**

Concept of an entrepreneur and entrepreneurship, role of entrepreneurs in economic development, qualities of an entrepreneur, functions of entrepreneurs, factors influencing entrepreneurship, growth of entrepreneurship in India. (Case studies)

(15 Lectures)

#### **UNIT – II Theories of Entrepreneurship**

Richard Cantillon's Theory of Risk bearing, Knight's Theory of Uncertainty, Schumpeter's Theory of Innovation, Peter Drucker's Theory of Opportunity, David Maclelland's Theory of Achievement.

(15 Lectures)

#### **UNIT – III Women Entrepreneurship**

Concept of women Entrepreneurs, Growth of women Entrepreneurs  
Challenges faced by women entrepreneurs, Recent trends in development of Women Entrepreneurship (with special reference to India), Case studies.

(15 Lectures)

## **403© Entrepreneurial Development Paper-II**

### **Semester IV**

**Preamble:**The spirit of entrepreneurship is a key to economic development. This paper is revised keeping in view significance of entrepreneurship in the globalised world. Young learners should feel motivated to enhance their knowledge, develop skills and desirable attitude towards self employment. The paper should be taught using innovative, participatory style of learning based on practical knowledge derived from industrial and institutional visits.

#### **Unit-I Project Management**

Project identification, Sources of Finance for the Project, Project selection

Formulation of Project Report (specimen), Project appraisal.

(15 Lectures)



## **Unit-II Entrepreneurial Development**

Location of an Enterprise, Registration of an enterprise, Need for training, Types of training, Entrepreneurial Development programmes, Brief introduction of the Institutional support to entrepreneurs (NSIC,SIDO,SIDBI, SSIDC, DIC,KVIC etc.)

(15 Lectures)

## **Unit-III Challenges of Entrepreneurship**

Problems faced by entrepreneurs (Internal & External), Special challenges of rural entrepreneurs. Globalisation and entrepreneurship, Case studies of successful and sick enterprises.

(15 lectures)

## **Bibliography:-**

- 1) Khanka C.S., Entrepreneurial Development, S. Chand and Company
- 2) Gupta C.B. , Entrepreneurial Development, S. Chand and Company
- 3) Sarvate Dilip, Entrepreneurial Development, Concepts and Practices, Everest Prakashans.
- 4) Rathore B.S., Entrepreneurial Opportunities in Modernising Economy , Abhishek Publications.
- 5) Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publications.
- 6) Lall Madhumira and Sahai Shikha, Entrepreneurship, Excel Books
- 7) Mcdaniel Bruce A.,Entrepreneurship and innovation- An Economic Approach, M.E.SHARPE, INC.
- 8) Sarvate Dilip, Entrepreneurship and Project Management; Text and Cases, Everest Publications
- 9) Bhandari Ramesh, Entrepreneurship and Women in Empowerment, Alfa Publications.
- 10) Seth Amita, Entrepreneurship and E Business Development for Women, ALB Books
- 11) G.Barani, Performance of Women Entrepreneurs, Serials Publications New Delhi
- 12) Singh P.N. and Saboo J.C., Entrepreneurship Management, P.N.Singh Centre
- 13) Tiwari Sanjay and Tiwari Anushija, Entrepreneurship Development in India, Swarup and Sons.

## **303(D) Investment Analysis Paper-I**

SEMISTER - III

PREAMBLE: The paper deals with the institutions associated with and the instruments of investment. Apart from the study of investment theories, techniques of fundamental and technical analysis have been incorporated to help students understand the basics of investment selection. Elementary mathematical and statistical techniques are expected to be used in the teaching of these tools of investment analysis.

### Unit-I Introduction:

[15 lectures]

Objectives of Investor - Characteristics of Investment: risk, return, safety, liquidity, tax shelter, etc. - Non-marketable financial assets: Deposit with Banks, Instruments of Post offices, etc. - Marketable financial assets: Money Market Instruments - Bonds or Fixed Income Securities - Equity Shares - Mutual Fund Schemes - Financial Derivatives.

### Unit-II Securities Market:

[15 lectures]

Primary Market and its functions - Secondary Market: its functions and Operations - Securities and Exchange Board of India: Objectives, Powers and Functions.

### Unit-III Securities Market Analysis:

[15 lectures]

Analysis of securities - analysis of market - Valuation - Theoretical Framework - Schematic Presentation of Theory - investment and time value of money - Discounted Cash Flows - present value method.

### REFERENCES:

1. Hirschey, M. (2001), Investment Theory and Applications, Hircourt College Publisher, USA
2. Shalla V. K. (1983), Investment Management, Security Analysis and Portfolio Management, S. Chand, New Delhi.
3. Chandra, Prasanna (2000) Investment Analysis and Portfolio, Management, Tata McGraw-Hill Publishing Company Ltd, New Delhi.

4. Chandra, Prasanna (1993) Finance Sense, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
5. Hirschey, M. (2001), Investment Theory and Applications, Hircourt College Publisher, USA

## **403(D) Investment Analysis Paper-II**

### SEMISTER - IV

PREAMBLE: The paper deals with the institutions associated with and the instruments of investment. Apart from the study of investment theories, techniques of fundamental and technical analysis have been incorporated to help students understand the basics of investment selection. Elementary mathematical and statistical techniques are expected to be used in the teaching of these tools of investment analysis.

Unit-I Theories of Investment Analysis: [15 lectures]

Efficient Market Concept - Efficient Market Hypothesis - Random Walk Theory - Portfolio Theory: Portfolio return, risk, diversification and optimal portfolio - the Single Index Model- Capital Asset Pricing Theory.

Unit-II Fundamental Analysis: [15 lectures]

What is fundamental analysis? - Macroeconomic analysis - industry analysis . company analysis - estimation of intrinsic value

Unit-III Technical Analysis of the Market: [ 15 lectures]

What is technical analysis? - Tools of technical analysis -Principles of Technical analysis - Charts and Trend lines - Moving Averages - Advantages of Moving Averages.

### REFERENCES:

1. Hirschey, M. (2001), Investment Theory and Applications, Hircourt College Publisher, USA
2. Shalla V. K. (1983), Investment Management, Security Analysis and Portfolio Management, S. Chand, New Delhi.

3. Chandra, Prasanna (2000) Investment Analysis and Portfolio, Management, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
4. Chandra, Prasanna (1993) Finance Sense, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
5. Hirschey, M. (2001), Investment Theory and Applications, Hircourt College Publisher, USA

### **303 (E) MARKET RESEARCH TECHNIQUES Paper-I**

PREAMBLE: The course aims at introducing the students to the nature of marketing research and its uses. Since the focus is on techniques, it is expected that the students have an exposure to construction of simple questionnaires and conducting of simple survey interviews. Students are expected to undertake a project involving its formulation and data collection. Case studies are to be used in teaching.

#### **Semister - III**

- Unit -I. 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, its nature and applications. Steps in research design process. Issues in market research - methodological and ethical. [15 lectures]
- Unit-II The sources of research data, secondary data its nature, sources and examples of its applications. Survey research, its nature and the criteria for the selection of a survey method. Use of panels. Interviewing for surveys. [15 lectures]
- Unit-III. Sampling. Overview of the Sampling process. Census vs. sample. Sampling methods. Selection of a sample in practice. Size of a sample, validity and reliability. [15lectures]

### **403 (E) MARKET RESEARCH TECHNIQUES Paper-II**

#### **Semister - IV**

- Unit-I. Measurement and research, Concept of measurement. Scales of measurement and their uses. Attitude and rating scales. Kinds of opinion polls [15 lectures]
- Unit-II. Questionnaire design, The nature and purpose of the questionnaire, Decision Regarding question content, phrasing, response format and sequence. The pretest, its role and use. [15 lectures]
- Unit-II. Qualitative techniques. Observation and in-depth interviews. Overview of projective techniques. Some Data Analysis Techniques like Regression Analysis, Factor Analysis, Discriminant Analysis. Applications of Market Research [15 lectures]

## REFERENCES:

1. Paul Green, Donald Tull and Gerald Albaum, Research for Marketing Decisions. Prentice-Hall of India, New Delhi, 2003
2. David Luck, Hugh Wales, Donald Tavlora and Ronald Rubin, Marketing *Research*". Prentice-Hall of India, New Delhi, 2003
3. Seymour Sudman and Edward Blair, Marketing Research – A Problem Solving Approach, Boston: McGraw-Hill 1998.

## Scheme of Examination for (Applied Component for SYBA)

### Scheme of Examination:

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first part by conducting the Semester End Examinations with 60% marks in the second part. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

#### ( A ) Internal Assessment: 40 Marks (40%)

Sr. No	Evaluation type	Marks
1	One Assignments/Case study/Project	20
2	One Periodical class Test	10
3	Active participation in routine class instructional deliveries(case studies/ seminars//presentation)	05
4	Overall conduct as a responsible student, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

#### ( B ) External Theory examination: 60 Marks (60%)

#### Question Paper Pattern. Semester End Examination

Max. Marks: 60

Time: 2 hours

Note: 1. All questions are **COMPULSORY**  
2. Each question carries 15 marks.

3. Draw neat diagrams wherever necessary

Q.1. Answer the following:

- |        |                 |     |
|--------|-----------------|-----|
| A OR B | (From Unit-I)   | (5) |
| C OR D | (From Unit-II)  | (5) |
| E OR F | (From Unit-III) | (5) |

Q.2. Answer the following: (From Unit-I)

- |           |     |
|-----------|-----|
| A         | (8) |
| B         | (7) |
| <b>OR</b> |     |
| C         | (8) |
| D         | (7) |

Q.3. Answer the following: (From Unit-II)

- |           |     |
|-----------|-----|
| A         | (8) |
| B         | (7) |
| <b>OR</b> |     |
| C         | (8) |
| D         | (7) |

Q.4. Answer the following: (From Unit-III)

- |           |     |
|-----------|-----|
| A         | (8) |
| B         | (7) |
| <b>OR</b> |     |
| C         | (8) |
| D         | (7) |

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