



SHIVAJI UNIVERISTY, KOLHAPUR-416 004. MAHARASHTRA

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दुरध्वनी (ईपीएबीएक्स) २६०९०००० (अभ्यास मंडळे विभाग- २६०९०९४)

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३. e-mail: bos@unishivaji.ac.in

Ref../SU/BOS/Com & Mgmt./ 6549

Date : 27/06/2019

To,

The Principal
All Affiliated (Commerce & Management) College/Institutions,
Shivaji University, Kolhapur

**Subject : Regarding syllabi and equivalence of M. Com. Part-I (Sem. I & II)
Choice Based Credit System (CBCS) degree programme under the
Faculty of Commerce & Management.**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised syllabi and equivalence of M. Com. Part-I (Sem. I & II) Choice Based Credit System (CBCS) under the Faculty of Commerce & Management.

This syllabi and equivalence shall be implemented from the academic year 2019-2020 (i.e. from June, 2019) onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October / November 2019 & March / April, 2020. These chances are available for repeater students, if any.

For Students of Distance Education this syllabi shall be implemented from the academic year 2020-2021 (i.e. from June, 2020) onwards

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

Dr. Registrar

Encl : As above

Copy to,

- | | | |
|--|---|---------------------------------------|
| 1. I/c Dean, Faculty of Commerce & Management | } | for information |
| 2. Chairman, BOS under Faculty of
Commerce & Management | | |
| 3. Director, BOEE | } | for information and necessary action. |
| 4. Appointment Section | | |
| 5. P. G. Admission Section | | |
| 6. O.E.1 Section | | |
| 7. Affiliation Section (U.G./P.G.) | | |
| 8. Computer Center/I.T. | | |
| 9. Eligibility Section | | |
| 10. Distance Education | | |
| 11. P.G. Seminer Section | | |

SHIVAJI UNIVERSITY, KOLHAPUR



Estd. 1962

NAAC 'A' Grade

Faculty of Commerce and Management

Syllabus For

M. Com. Part – I (Sem I & II)

(To be implemented from June 2019 onwards)

(Subject to the modifications that will be made from time to time)

Paper I : CC- B1 MANAGERAL ECONOMICS

(Compulsory Paper)

(CHOICE BASED CREDIT SYSTEM – (CBCS))

Credits : 4

COURSE OUTCOMES:

- 1 Student should able to understand the variables and components of Managerial Economics
- 2 Students should study the applications of demand analysis and concepts related consumer's behaviors.
- 3 Student should aware regarding production, price determination and pricing practices and they should able to apply these in business decision making policies.
- 4 Student should understand the business cycle phenomenon and inflation for business decision making.

UNIT -1	<p>Introduction to Managerial Economics</p> <p>1.1 Meaning, Nature, Scope and Importance</p> <p>1.2 Economic Theory and Managerial Theory</p> <p>1.3 Role and Responsibilities of manager- managerial Economics and Decisions making</p> <p>1.4 Objectives of Business Firm</p>	15
UNIT -2	<p>Demand Analysis and Consumer Behavior</p> <p>2.1 Demand Function Concept and Types of Elasticity of Demand</p> <p>2.2 Measurement of Price Elasticity of Demand- Applications of Elasticity of Demand in Managerial decision</p> <p>2.3 Revealed Preference Theory – Theory of Consumer's Choice under Risks</p> <p>2.4 Demand Forecasting : Meaning and Methods</p>	15
UNIT -3	<p>Theory of Production, Price Determination and Pricing Practices</p> <p>3.1 Production Function : Short run, Long run and Cob-Douglas – Break Even Analysis</p> <p>3.2 Price and Output Determination under Monopolistic Competition and</p>	15

	Oligopoly (Collusive and Non-Collusive) 3.3 Pricing Practices: Cost Plus, Multiple, Dumping and Transfer 3.4 Capital Budgeting- Criteria for Project Appraisal	
UNIT -4	Theory of Business Cycles and Inflation 4.1 Meaning, Phases of Business Cycles 4.2 Theories of Business Cycles: Cob-Web, Hicks 4.3 Monetary theories of Inflation : Friedman theory, Income theory 4.4 Structurlist theories :Mark up theory by Ackley- Bottleneck theory by Eckstim	15
<p>References –</p> <ol style="list-style-type: none"> 1. Branson, William H. Macroeconomic Theory and Policy. HarperCollins India Pvt. Ltd. 2 Oliver J. Blanchard, Macroeconomics, Pearson Education 3 G. S. Gupta, Macroeconomics: Theory and Applications, McGraw-Hill Education 4 Shapiro, Macroeconomic Analysis 5 Paul A Samuelson, William D Nordhaus, and Sudip Chaudhuri, Macroeconomic, McGraw-Hill Education 6 Mithani D.M. Money, Banking, International Trade and Public Finance, 7 Vaish M.C. Monetary Theory 8 Agarwal H.S. Principles of Economics 9 Haberler, Theory of International trade 10 K.K.Dewett, Monetary Theory 11 H.L.Ahuja,Macro Economics: Theory and Policy 12 Jhingan M.L. Macro Economic Theory 12 Gupta S.B. Monetary Economics 		

Equivalence of the paper

Existing Title of the Paper	Revised Title of the Paper
Managerial Economics Paper I	Managerial Economics Paper I

Distribution of Marks: 100 Marks

Internal Work: 20 Marks

Theory Paper: 80 Marks

Nature of Question Paper for paper I and II

Total Marks: 80 Duration: 3 Three clock hours

Instructions: 1) Que.1 and 2 are compulsory

2) Attempt any three questions from Que. no 3 to 6

Q.1 Case Study	16
Q.2 Short answer type question (Any two out of three)	16
Q.3 Long question	16
Q.4 Long question	16
Q.5 Long question	16
Q. 6 Write Short Notes (Any two out of three)	16