

S.S. JAIN SUBODH P G (AUTONOMOUS) COLLEGE, JAIPUR

BACHELOR OF COMMERCE

Subject - Economic administration and financial management

Semester-I

Paper- I : Business Economics

UNIT-I

Introduction to business economics: Definition, Meaning, Nature and Scope. Difference between economics and business economics, Role of business economics in formulation of business policies. Significance of micro and macro economics in business decisions .

UNIT-II

Demand Analysis, Law of Demand, elasticity of demand and its measurement.
Supply and Law of Supply, elasticity of supply.
Utility: Cardinal and Ordinary approaches (elementary)
Consumer's Surplus
Consumer's Equilibrium

UNIT-III

Production function.
Law of variable proportions, returns to scale, producer's equilibrium.
Theories of Firm: Baumol's model of Sales revenue maximization, Marris theory of managerial enterprise and Williamson's theory of managerial discretion.

Reference Books :

1. Agarwal- Somdeo : Business Economics
2. C. M. Choudhary : Business Economics
3. N. D. Mathur : Business Economics
4. Saraswat-Lodha : Business Economics
5. Sloman : Economics for Business
6. बी.पी. गुप्ता : व्यावसायिक अर्थशास्त्र
7. अग्रवाल, सोमदेव : व्यावसायिक अर्थशास्त्र
8. माथुर, गुप्ता, एवं आभा मोहन : व्यावसायिक अर्थशास्त्र
9. एम.एल. सेठ : अर्थशास्त्र के सिद्धान्त

BACHELOR OF COMMERCE
Subject - Economic administration and financial management
Semester-I
Paper –II : Banking

UNIT-I

Banking: definition and functions, methods of credit creation, commercial banking in India, Asset and liability management of commercial banks

UNIT-II

A Study of RBI, Monetary policy, A Study of NABARAD and RRB, Recent trends in Indian Banking (E-banking, Innovative banking), Concept of demonetisation.

UNIT-III

Salient features of Banking Regulation Act, Relationship between banker and customer, Negotiable instruments, Cheques, bills of exchange and promissory notes.

Reference Books :

1. Jat, kansal, Tiwari : Banking & Finance
2. Gupta, Swami : Banking & Finance
3. Khanna, Tiwari, & Jain : Banking & Finance
4. Vasant Desai : Bank Management
5. Suresh : Management of Banking & Financial Services
6. जाट, कंसल एव तिवारी : बैंकिंग एवं वित्त
7. टडन, माथुर : बैंकिंग एवं वित्त
8. गुप्ता, स्वामी एवं वशिष्ठ : बैंकिंग एवं वित्त
9. खन्ना, तिवारी एव जैन : बैंकिंग एवं वित्त
10. दीपक अग्रवाल : मुद्रा, बैंकिंग, लाके वित्त एव अर्न्तराष्ट्रीय व्यापार

BACHELOR OF COMMERCE
Subject - Economic administration and financial management
Semester-II
Paper- III : Managerial Economics

UNIT-I

Nature and Scope of Managerial Economics.

Major concepts of costs, Revenue Analysis

Price and output determination under different market structures, Perfect competition, Monopoly, Discriminating Monopoly, Imperfect competition, Oligopoly.

UNIT-II

Marginal productivity theory of distribution.

Pricing of Multiple Products.

Factor pricing: Determination of Rent, Wages, Interest, Profit.

UNIT-III

National Income analysis: Concepts and Measurement, national income and economic welfare, Green national Income.

Business cycles- theories and phases. Measures to check business cycles.

Reference Books

1. Agarwal : Managerial Economics
2. Petersen, Jain : Managerial Economics
3. Varshney, Maheshwari : Managerial Economics
4. Saraswat, Lodha : Business Economics
5. Agarwal Somdeo : Business Economics
6. N.D. Mathur : Business Economics
7. H.L. Ahuja : Managerial Economics
8. बी.पी. गुप्ता : व्यावसायिक अर्थशास्त्र
9. अग्रवाल, सोमदवे : व्यावसायिक अर्थशास्त्र
10. टी.टी. सेठी : मक्रो अर्थशास्त्र
11. सिंह, शर्मा, चौधरी : प्रबन्धकीय अर्थशास्त्र

BACHELOR OF COMMERCE
Subject - Economic administration and financial management
Semester-II
Paper- IV: Public Finance and Financial System in India

UNIT-I

Public Finance -definition, meaning, scope, importance, nature, Public expenditure, Canons of Public expenditure, Canons of taxation, Centre state finance financial relations

UNIT-II

Fiscal policy

Financial system: functions, major issues in Indian Financial system.

Financial sector reforms in India.

UNIT-III

Financial Market : money market, capital market, foreign exchange market,

Financial Instruments: treasury bills, certificate of deposits, commercial papers, currency option-credit card

Reference Books

1. Gupta, Swami : Indian Banking & Finance System in India
2. Khanna, Tiwar, Jain : Banking & Finance
3. R.C. Agarwal : Public Finance
4. S.K. Singh : Public Finance, Theory & Practice
5. Varshney, D.K. Mittal : Indian Financial System
6. गुप्ता, स्वामी वशिष्ठ : भारतीय बैंकिंग एवं वित्त व्यवस्था
7. खन्ना, तिवारी, जैन : बैंकिंग एवं वित्त
8. जाट, तिवाड़ी, कन्सल : बैंकिंग एवं वित्त
9. टण्डन, माथुर : बैंकिंग एवं वित्त
10. जे.सी. पन्त : राजस्व
11. जाट, तिवाड़ी, कन्सल : भारतीय बैंकिंग एवं वित्त व्यवस्था