

# Govind Guru Tribal University, Banswara

**Details of Discipline Centric Core and Elective Courses for freshers  
who will be admitted in the session 2023-24**


*(Separate sheet to be used for each discipline/subject)*

**Name of University: Govind Guru Tribal University, Banswara**

**Name of Faculty(ies) : Commerce**

**Name of Discipline/Subject: EAFM / B.B.E.**

Three-Year Bachelor Degree Program								
#	Level	Semester	Type	Title	Credits			Total
					L+T	P		
1	5	I	DCC	Micro Economics	5	1	0	6
2	5	II	DCC	Business Environment	5	1	0	6
3	6	III	DCC	Business Economics	5	1	0	6
4	6	IV	DCC	Introduction to Banking and Finance	5	1	0	6
5	7	V	DSE/ GE	Public Finance	5	1	0	6
6	7	VI	DSE/ GE	Fundamental of Investments in Capital Market	5	1	0	6

  
**Rajendra Prasad Agarwal**  
**Registrar**  
**Govind Guru Tribal University**  
**Banswara (Rajasthan)**



# GOVIND GURU TRIBAL UNIVERSITY BANSWARA

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## B.Com Three Year Graduate Course Semester I EAFM DCC MICRO-ECONOMICS

### UNIT – I

- Introduction – Meaning; Nature and Scope of Micro Economics.
- Demand and Supply - Determinants of demand, movements vs. shift in demand curve,
- Determinants of Supply, Movement along a supply curve vs. shift in supply curve; - Market
- equilibrium and price determination. Elasticity of demand and supply.

### UNIT - II

- Production and Cost and Revenue -
- Production - Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale.
- Costs - Costs in the short run. Costs in the long run.
- Revenue - Revenue analysis under perfect and imperfect market.

### UNIT – III

- Market Structure –
- Perfect Competition; Monopoly; Monopolistic Competition – Features; Price and Output Determination under perfect; monopoly and monopolistic competition.
- Oligopoly – Meaning; definition and Features. Perfect and Imperfect Oligopoly; Kinked Demand Curve.

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Rajendra Prasad Agarwal  
Registrar  
Govind Guru Tribal University  
Banswara (Rajasthan)

### **Suggested Readings –**

- Business Economics; Dr. Shilpa Trivedi Yagnik; Arya Publishers & Suresh Book Depot, Udaipur; ISBN 978-93-8505-326-9
- Mathur Mukesh; Business Economics; Himanshu Publications; Udaipur.
- Ahuja H.L; Business Economics; S.Chand and Company, New Delhi.
- Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics; Pearson Education.
- Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill
- Education.

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## B.Com Three Year Graduate Course Semester II EAFM DCC

### Business Environment

#### UNIT – I

- **Introduction** – Type of Environment-internal, external, micro, and macro environment. Scope of business, characteristics of business.
- **Economic Environment** – Nature; components and factors affecting economic environment.
- **Environmental Analysis** - Process and limitations of environmental analysis.


#### UNIT – II

- **Economic Policies** - New Economic Policy. New Industrial Policy. Economic Reforms - Liberalization, Privatization and Globalization of Indian Economy, measures, Trends, and Issues.
- **Monetary Policy and Fiscal Policy** – Objectives; methods and limitations.

#### UNIT – III

##### Non – Economic Environment

- Natural Environment:** components and factors of natural environment. Impact of globalization.
- Socio-Cultural Environment:** nature and impact of culture on business; social responsibility of business. Society and globalization.
- Political Environment:** factors of political environment; functions and economic roles of government. Legal environment factors.
- Technological Environment:** transfer of technology; impact of technology on globalization; sources and innovations in technology.

  
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### **Suggested Readings –**

1. Singh P.K.; Business Environment; Apex Publishing House, Udaipur.
2. S.K. Mishra and V.K. Puri: Economic Environment of Business, HPH
3. Namitha Gopal, Business Environment, McGraw Hill
4. Agarwal A.N, Indian Economy; Vikas Publishing House, Delhi.

  
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