Annexure E

FACULTY OF ECONOMICS AND BUSINESS

Syllabus

of

Economics as a subject in interdisciplinary Programs

Session: 2026-27

The Heritage Institution

Kanya Maha Vidyalaya, Jalandhar

(Autonomous)

FACULTY OF ECONOMICS AND BUSINESS

Syllabus of Economics
for

Bachelor of Commerce (Honours)
Semester-I & II

(Under Credit Based Continuous Evaluation Grading System)

(12+3 System of Education)

Session: 2026-27

The Heritage Institution
Kanya Maha Vidyalaya, Jalandhar
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULAM OF EXAMINATION OF FOUR YEAR DEGREE PROGRAMME

Bachelor of Commerce (Honours) Semester –I & II
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Session 2026-27

Semester I										
Course Code	**Course Name**	**Course Type**	**Hours Per Week L-T-P**	**Credits L-T-P**	**Total Credits**	**Marks**				**Examination time (in Hours)**
						Total	**Th./D**	**P**	**CA**	
BCRL-1175	Business Statistics	DSC	4-0-0	4-0-0	4	100	70	_	30	3

DSC- Discipline Specific Courses

Semester II										
Course Code	**Course Name**	**Course Type**	**Hours Per Week L-T-P**	**Credits L-T-P**	**Total Credits**	**Marks**				**Examination time (in Hours)**
						Total	**Th./D**	**P**	**CA**	
BCRL-2175	Business Economics	DSC	4-0-0	4-0-0	4	100	70	_	30	3

DSC- Discipline Specific Courses

Bachelor of Commerce (Honours) Semester – I
Session 2026-27
Course Code: BCRL–1175
Course Title: Business Statistics

Course outcomes:

After the successful completion of this course, students will be able to-

CO1: learn the basic statistical analysis techniques by using central tendency.

CO2: analyze the data by using dispersion and learn the relationship between variables and prediction using correlation and regression..

CO3: compare magnitudes of related variables to each other and over a period of time and also to have knowledge about index numbers.

CO4: understand the some basic techniques of time series analysis in analyzing economics problems and introductory applications of probability.

Bachelor of Commerce (Honours) Semester – I
Session 2026-27
Course Code: BCRL–1175
Course Title: Business Statistics

Time: 3 Hours **L-T-P**
(Credits): 4-0-0
Max. Marks: 100
Theory: 70

CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Definition, Meaning, Functions, Scope and Limitations of Statistics.
Measures of Central Tendency: Types of averages–Arithmetic Mean (Simple and Weighted), Median and Mode.

Unit-II

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation.
Simple Correlation and Regression: Meaning, Types, Karl Pearsons & Rank Correlation (Excluding grouped data), Probable Error

Unit-III

Index Numbers: Meaning and Importance, Methods of construction of Index Numbers:
Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relative Method, Weighted Index Method: Laspeyre's Method, Pasche's Method and Fisher's Ideal method including Time and Factor Reversal tests.

Unit-IV

Time Series Analysis: Components, Estimation of Trends (Graphical method, Semi Average Method, Moving Averages Method and Method of Least Squares for linear path).
Probability: Conceptual Meaning and Definition of Probability, Theorems of Probability–Addition and Multiplication theorem of Probability and Concept of Conditional Probability (Simple Applications)

Suggested Readings:

1. Chandan, J.S.(1998), *Statistics for Business and Economics*, Ist Edition, Vikas Publishing House Pvt. Ltd.
2. Gupta, S.C. (2018), *Fundamentals of Statistics,* Himalayan Publishing House, Delhi.
3. Gupta, S. P. (2011), *Statistical Methods,* S. Chand Publications, New Delhi.

4. Siegel, Andrew F. (2011), *Practical Business Statistics,* International Edition, McGraw Hill Irwin.

Note: The latest edition of the books is recommended.

Bachelor of Commerce (Honours) Semester – II
Session 2026-27
Course Code: BCRL–2175
Course Title: Business Economics

Course outcomes:

After the successful completion of this course, students will be able to –

CO1: have an in-depth understanding of the preliminary concepts about consumer behaviour.

CO2: learn about the various concepts of cost and revenue, and the production function.

CO3: learn about various market structures and its role in price determination.

CO4: understand the concept of national income and methods of its estimation and learn about the consumption function.

Bachelor of Commerce (Honours) Semester – II
Session 2026-27
Course Code: BCRL–2175
Course Title: Business Economics

Time: 3 Hours **L-T-P (Credits): 4-0-0**

Max. Marks: 100
Theory: 70
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Theory of Demand: Meaning of demand and its types, law of demand, price elasticity of demand and its measurement.
Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of equi–marginal utility.
Indifference Curve Approach: Meaning, properties, price, income and substitution effect, Revealed preference approach.

Unit-II

Theory of Production: Law of variable proportions and law of returns to scale, traditional and modern theory of costs (short run and long run).
Revenue: Average revenue, marginal revenue and total revenue, relationship between average revenue and marginal revenue and elasticity of demand.

Unit-III

Perfect Competition: Meaning, features, price and output determination of firm and industry.
Monopoly: Meaning, features, price and output determination and price discrimination.
Monopolistic Competition: Meaning, features, price and output determination.

Unit-IV

National Income: Definition and Importance of National Income, Gross and Net Domestic Product, Personal Income and Disposable Income; Measurement of National Income: Income, Output and Expenditure Method, Problems in measurement of National Income particularly in underdeveloped countries.
Consumption: Meaning, determinants (subjective and objective) and importance, Keynes' Psychological law of consumption.

Suggested Readings:

1. Dwivedi, D.N.(2009) *Managerial Economics*, 7th Edition, Vikas Publication.
2. Maheswari&Varshney, Managerial Economics, S. Chand & Co., New Delhi.

3. Koutsoyiannis A., Modern Micro Economics, 2nd edition, MacMillan House, New Delhi.
4. Ahuja, H. L. (2009), Modern Micro Economics, Sultan Chand and Co., New Delhi.
Note: The latest edition of the books is recommended.

Bachelor of Commerce (Honours) Semester – V

Session 2026-27

Skill Enhancement Course

Course Title: DATA HANDLING THROUGH SPSS

Course outcomes

Students will be able to learn

CO 1: Understand the basics of SPSS

CO 2: Learn the presentation techniques

CO 3: Understand the relevance of T-test and ANOVA

CO 4: Learn the correlation and regression techniques

Bachelor of Commerce (Honours) Semester – V

Session 2026-27
Skill Enhancement Course
Course Title: DATA HANDLING THROUGH SPSS

Time: 3 Hours | **L-T-P (Credits): 2-0-1**

Max. Marks: 100
Theory: 40
Practical:30
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 8 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Getting started and Data Management: Introduction to SPSS, Menus, Tool Bar, creating a data file, defining variables, entering the data, opening and saving data files, inserting cases and variables, Sorting Cases, splitting file, Merging a file. Data Transformation: Computing a new variable, Recoding variables: into same variables and different variables, Rank cases, Visual binning, Various transformations: logarithmic, inverse, cubic, quadratic etc. Data Normalization: Outlier Detection, Missing Value Analysis, Checking Normality of Data.

Unit-II

Summarizing Data Graphically: Different types of Charts: Line, pie, bar, Plots: Box, P-P, Q-Q, Scatter Diagram, Chart builder, Data Tabulation Summarizing data Numerically Frequencies, Descriptive statistics, Cross-tabs

Unit-III

Testing of Hypothesis Parametric tests: T-Tests: One Sample, Independent sample, Paired t-test, One way ANOVA with post-hoc comparisons, Repeated Measures ANOVA.

Unit-IV

Correlation with Nominal, Ordinal and Scale data
Regression Analysis: Simple and Multiple

Suggested Readings:

1. Pandya, K., Bulsari, S. and Sinha, S., SPSS in Simple Steps, Kogent Learning Solutions, dreamtech Press, New Delhi, 2012.
2. Kirkpatrick, L.A. and Feeney, B.C., A Simple Guide to IBM SPSS Statistics, Cengage Learning, 2012.
3. Coakes, S.J., SPSS Analysis without Anguish, John Wiley and Sons, Australia, 2005.

FACULTY OF ECONOMICS AND BUSINESS

Syllabus of Economics

for

Bachelor of Business Administration (Honours)
Semester–I & III

(Under Credit Based Continuous Evaluation Grading System)
(12+3 System of Education)
Session: 2026-27

The Heritage Institution

Kanya Maha Vidyalaya, Jalandhar
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULAM OF EXAMINATION OF FOUR YEAR DEGREE PROGRAMME

Under Credit Based Continuous Evaluation Grading System (CBCEGS)

Bachelor of Business Administration (Honours) Semester – I

Session 2026-27

Semester I										
Course Code	**Course Name**	**Course Type**	**Hours Per Week L-T-P**	**Credits L-T-P**	**Total Credits**	**Marks**				**Examination time (in Hours)**
						Total	**Th./D**	**P**	**CA**	
BBRL-1175	Managerial Economics-I	DSC	4-0-0	4-0-0	4	100	70	_	30	3

DSC- Discipline Specific Courses

Bachelor of Business Administration (Honours) Semester – I
Session 2026-27
Course Code: BBRL-1175
Managerial Economics

Course outcomes:

After passing this course, students will be able to:

CO1: describe and apply the methods of analyzing consumer behavior through demand, elasticity of demand and utility.

CO2: will have in-depth knowledge of indifference curve analysis and concept of supply.

CO3: learn about the various concepts of production function,cost and revenue.

CO4: learn about various market structures

Bachelor of Business Administration (Honours)Semester – I

Session: 2026-27

Course Code: BBRL-1175

Managerial Economics

Time: 3 Hours **L-T-P**

(Credits): 4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Note: Instructions for the Paper–Setter:

Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit – I

Theory of Demand: Meaning of demand and its types, Law of demand; Price Elasticity of demand: degrees and its measurement.

Consumer's Behaviour: Utility approach (Brief outline of law of diminishing marginal utility and law of equi-marginal utility).

Unit – II

Indifference Curve Approach: Consumer equilibrium, Income, Price and Substitution effect. Revealed Preference Approach.

Theory of Supply: Concept and law of supply, factors affecting supply.

Unit – III

Theory of Production: Law of variable proportions, total, average and marginal physical product, Law of Returns to scale, Economies and diseconomies of scale.

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost, Theory of Cost in Short-run and Long-run.

Concept of revenue: Total Revenue, Average Revenue, Relationship between Average and Marginal Revenue and Price Elasticity of Demand.

Unit – IV

Pricing Under Various Market Conditions: Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition; Monopoly - Price determination under Monopoly; Monopolistic Competition - Price and Output determination under Monopolistic Competition.

Suggested Readings:

1. Ahuja, H.L.(2018), *Advanced Economics Theory: Micro Economics analysis*, S. Chand Publishing.
2. Dwivedi, D.N. (2018), *Microeconomics: Theory and Applications*, Pearson Education, New Delhi.

3. Koutsoyiannis, A. (2015), *Modern Microeconomics,* Macmillan Press, London.
4. Sen, A. (2007), *Microeconomics: Theory and Applications*, Oxford University Press, New Delhi.
5. *Note: The latest edition of the books is recommended..*

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULAM OF EXAMINATION OF FOUR YEAR DEGREE PROGRAMME
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Bachelor of Business Administration (Honours) Semester – III
Session 2026-27

Semester III										
Course Code	Course Name	Course Type	Hours Per Week L-T-P	Credits L-T-P	Total Credits	Marks				Examination time (in Hours)
						Total	Th./D	P	CA	
BBRL-3173	Statistics For Business	C	4-0-0	4-0-0	4	100	70	–	30	3

C- Compulsory

Bachelor of Business Administration (Honours) Semester – III
Session 2026-27
Course Code: BBRL-3173
Statistics for Business

Course outcomes:

After passing this course students will be able to:

CO1: understand the techniques of presentation, analysis of data, and basics of matrices and its determinants.

CO2: analyze the data using techniques of central tendency and dispersion.

CO3: learn the relationship between variables and prediction using correlation and regression and also understand the concept of time series in analyzing economics problems.

CO4: compare magnitudes of related variables to each other and over a period of time, and concepts of probability.

Bachelor of Business Administration (Honours) Semester – III
Session 2026-27
Course Code: BBRL-3173
Course Title: Statistics for Business

Time: 3 Hours | **L-T-P (Credits): 4-0-0**
Max. Marks: 100
Theory: 70
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

UNIT-1

Matrix Algebra: Types of matrices, basic operations of matrices, determinant of a matrix and its properties, rank and inverse of a matrix, solution of simultaneous linear equations – Cramer's rule and matrix inversion method, application of matrices.

UNIT-II

Introduction and methods of presentation of statistical information, Collection and presentation of data. Frequency distributions. Concept of sampling and sampling designs.
Measures of Central Tendency: Mean, Median, Mode. Measures of dispersion: Range, quartile deviation, Average deviation and Standard deviation.

UNIT-III

Simple Correlation and Regression Analysis: Assumptions, Karl Pearson's product moment and Spearmen's rank correlation method, least squares technique, properties of correlation and regression coefficients.
Time Series Analysis: Trend analysis using moving average and regression analysis, seasonal, cyclical and irregular fluctuations; Measurement of trend analysis using moving average and least square method.
Index number, construction of unweighted and weighted index numbers, quantity Index.

UNIT-IV

Elementary Probability Theory: Deterministic and non–deterministic experiments, different types of events, a priori and empirical definition of probability, Conditional probability, laws of addition and multiplication of probability
Properties of Binomial, Poisson and Normal distributions.

Suggested Readings:
1. Gupta, S.C. (2018), *Fundamentals of Statistic*s, Himalaya Publishing House, 7th Edition, Delhi.

2. Gupta, S.P. (2014),*Statistical Methods*, Sultan Chand & Sons, 43rd Edition, Delhi.
3. Chiang A.C., *Fundamental Methods of Mathematical Economics*, McGraw Hill, Kogakusha.
4. Croxton, F.E., Cowden, D.J. and Klien, S., *Applied General Statistics*, Prentice Hall of India Pvt. Ltd.

Note: The latest edition of the books is recommended.

FACULTY OF ECONOMICS AND BUSINESS

SYLLABUS

OF

ECONOMICS

For

Master of Commerce under Five Years Integrated Programme (Semester III)
(Under Credit Based Continuous Evaluation Grading System)
Session: 2026-27

The Heritage Institution

Kanya Maha Vidyalaya, Jalandhar
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULAM OF EXAMINATION OF
Master of Commerce under Five Years Integrated Programme (FYIP)
(Semester III)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Session: 2026-27

Semester-III										
Course Code	**Course Title**	**Course Type**	**Hours Per Week L-T-P**	**Credits L-T-P**	**Total Credits**	**Marks**				**Examination time (in Hours)**
						Total	**Th**	**P**	**CA**	
FCOL-3173	**Elementary Statistics**	DSC	4-0-0	4-0-0	4	100	70		30	3

Semester-III										
Course Code	**Course Title**	**Course Type**	**Hours Per Week L-T-P**	**Credits L-T-P**	**Total Credits**	**Marks**				**Examination time (in Hours)**
						Total	**Th**	**P**	**CA**	
FCOL-3170	**Workshop On Data Analysis Through Statistical Softwares**	SEC	2-0-0	2-0-0	2	50	35		15	3

DSC- Discipline Specific Course
SEC- Skill Enhancement Course

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULAM OF EXAMINATION OF
Master of Commerce under Five Years Integrated Programme (FYIP)
(Semester IV)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Session: 2026-27

Semester-IV										
Course Code	**Course Title**	**Course Type**	**Hours Per Week L-T-P**	**Credits L-T-P**	**Total Credits**	**Marks**				**Examination time (in Hours)**
						Total	**Th**	**P**	**CA**	
FCOL-4173	**Business Economics**	DSC	4-0-0	4-0-0	4	100	70	_	30	3

DSC- Discipline Specific Course

Master of Commerce under Five Years Integrated Programme (Semester III)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Elementary Statistics
Course Code: FCOL-3173

Course Outcome: On completion of this course, the students will be able to:

CO1: Develop an understanding of statistical concepts and analyze data using measures of central tendency.

CO2: Interpret statistical data through graphical methods such as frequency and cumulative frequency distributions, and apply measures of dispersion for data analysis.

CO3: Understand the axiomatic formulation/principles of modern probability theory and probability distributions.

CO4: Gain insight into the fundamental concepts of sampling and sampling distributions.

Master of Commerce under Five Years Integrated Programme (Semester III)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Elementary Statistics
Course Code: FCOL-3173

Time: 3 Hours **L-T-P (Credits): 4-0-0**
Max. Marks: 100
Theory: 70
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit- I

Introduction to Statistics: Meaning, Scales of Measurement, Types of Data and Variables, Population and Sample, Sampling Error and Bias, Applications of Statistics in Economics and Business.
Measures of Central Tendency: Application and Computation of Mean-Arithmetic, Geometric, Harmonic Mean; Median, Mode, Quartiles and Percentiles using Excel. Relationship between AM, GM and HM. Empirical Relationship between Mean, Median and Mode.

Unit- II

Data Tabulation and Visualization using Excel: Tabulating and Graphing Discrete, Categorical and Continuous data using Frequency distribution, Bar Chart, Pie Chart, Histogram, Frequency Polygon and Scatter Diagram.
Measuring Parameters of Dispersion using Excel: Range and Inter Quartile Range, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

Unit -III

Probability and Probability Distributions-Concepts and Rules, The Total Probability Rule and Bayes' Theorem, Random Variables and Discrete Probability Distributions, Binomial, Poisson and Normal Probability Distribution.

Unit -IV

Sampling and Sampling Distribution: Introduction, Random Sampling Methods, Non Random Sampling Methods, Central Limit Theorem, Sampling Distribution of proportion,
Sampling Distribution of Mean both when standard deviation is known and unknown.

Software Used: All practical problems will be solved through Excel.

Suggested readings:

1. Levin, Richard and David S. Rubin. "Statistics for Management", Prentice Hall of India, New Delhi, 8th Edition, 2019.

2. Render, B. and Stair, R. M. Jr., "Quantitative Analysis for Management", Prentice– Hall of India, New Delhi,13th Edition, 2017.
3. Gupta C B, Gupta V, "An Introduction to Statistical Methods", Vikas Publications, 2004.
4. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., "Business Statistics: A First Course", Pearson Education,7th edition, 2015.
5. Leekley, Robert M. "Applied Statistics for Business and Economics". Illinois Wesleyan University, Bloomington, Illinois, USA,

Note: Latest editions to be followed

Master of Commerce under Five Years Integrated Programme (Semester III)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Workshop on Data Analysis through Statistical Softwares
Course Code: FCOL-3170

Course Outcome: On completion of this course, the students will be able to:

CO1: Realizing the importance of complex data analysis challenges and growing need of exports to handle the complexities.

CO2: The course is designed to provide hands on training of the widely popular open source Software(s).

CO3: The course will get the students familiar to the ten tools for visualization and analysis in statistical software to prepare them for the data driven world.

CO4: With thorough understanding of the concepts and practical knowledge of statistical software, the student will grow to be confident data analysts.

Master of Commerce under Five Years Integrated Programme (Semester III)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Workshop on Data Analysis through Statistical Softwares
Course Code: FCOL-3170

Time: 3 Hours **L-T-P**
(Credits): 2-0-0
Max. Marks: 50
Theory: 35
CA: 15

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Units (I-IV). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each unit. The fifth question may be attempted from any unit. The duration for exam will be 3 hours.

Unit-I

Nature and Type of data: Nominal, Ordinal and Cardinal.
Data Editing and Data Transformation.

Unit-II

Measures of Central Tendency: Mean, Trimmed Mean, Median, Mode.

Unit-III

Measures of Variation: Range, Standard deviation, Variance, coefficient of variation, quartiles, percentiles, deciles. Measures of Skewness and Kurtosis

Unit-IV

Creation and interpretation of Histogram: Box plot, Bar chart, Violin, Q-Q plots, Density, Scatter plot, Pareto Chart.

A project which covers the learning from above mentioned concepts in various unit will be carried out by the student taking data from the annual report of a company/ Government publications along with interpretations and will be submitted to the subject teacher for evaluation

Master of Commerce under Five Years Integrated Programme (Semester IV)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Business Economics
Course Code: FCOL-4173

Course Outcome: On completion of this course, the students will be able to:

CO1: Gain a comprehensive understanding of managerial economics and its application in business decision-making, with a focus on the concepts of demand, supply, and their influence on price determination.

CO2: Explore consumer behavior theories and analyze the relationship between production processes and cost structures.

CO3: Acquire knowledge of macroeconomic principles, including the circular flow of income and various methods used to estimate national income.

CO4: Study the consumption function, understand the nature and phases of business cycles, and examine the causes of inflation along with possible remedial measures.

Master of Commerce under Five Years Integrated Programme (Semester IV)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Business Economics
Course Code: FCOL-4173

Time: 3 Hours

L-T-P
(Credits): 4-0-0
Max. Marks: 100
Theory: 70
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit- I

Introduction to Managerial Economics: Meaning, Features and Significance of Managerial Economics, Scope of Managerial Economics.
Fundamental Concepts used in Business Decisions: The Opportunity Cost and Decision Rule, Marginal Principle and Decision Rule, Incremental Principle and Decision Rule, Contribution Analysis, Equi-Marginal Principle, Time Perspective in Business Decisions.
Basics of Demand and Supply: Demand, Law of Demand, Supply, Law of Supply; The Market Mechanism, Changes in Market Equilibrium, Elasticity of Demand and Supply.

Unit- II

Theory of Consumer Behaviour: Cardinal Approach to Consumer Equilibrium, Measurement of Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Approach to Consumer Equilibrium; Indifference Curves, Indifference Maps, Properties of Indifference Curves, Marginal Rate of Technical Substitution, Budget Constraints: The Budget Line, Effects of Changes in Income and Prices on Budget Line, Income, Substitution and Price Effects.
Production: The Production Function, Short Run vs. Long Run, Production with One Variable Input, Production with Two Variable Inputs: Meaning, Types and Properties of Isoquants, Isoquant Map, Ridge Lines, Input Prices and Cost Line, Optimal Combination of Inputs, Expansion Path, Returns to Scale.
Cost: Types of Cost, Short-run and Long-run Cost Curves, Modern Theory of Cost, Economies and Diseconomies of Scale.

Unit- III

Macroeconomics for Business Decisions: Meaning and Nature of Macroeconomics, Importance of Macroeconomics, Origin and Growth of Macroeconomics.
Circular Flow Model of Economy: Circular Flows in Simple Economy Model, Circular Flows of Product and Money in Three Sector Economy, Circular Flows in Four Sector Model.

National Income: Definition of National Income, Measures of National Income, Methods of Measuring National Income, Problems in Measurement of National Income.

Unit- IV

Consumption Function: Meaning of Consumption Function, Determinants and Measures to Raise Propensity to Consume, Keynes Psychological Law of Consumption - Meaning, Properties and Implications.

Inflation: Meaning of Inflation, Methods of Measuring Inflation, Types – Demand Pull Inflation and Cost Push Inflation, Causes, Effects and Control of Inflation.

Business Cycles: Phases of Business Cycles, Features of Business Cycles, Theories of Business Cycles.

Suggested Readings:

1. Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi, 2nd edition, 2003.

2. Thomas Christopher R., and Maurice S. Charles, Managerial Economics - Concepts and Applications, 8th Edition, Tata McGraw Hills, 2005.

3. Mehta, PL, Managerial Economics–Analysis, Problems and Cases, Sultan Chand & Sons, Delhi, 20th edition, 2016.

4. Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd. New Delhi, 2005.

5. Shapiro, Macro Economics, Galgotia Publications, 5thedition, 2013.

6. Ahuja, H.L, Advanced Economic Theory, Microeconomic Analysis, S. Chand & Co. Ltd, New Delhi, 21st edition, 2018.

7. Gupta, G.S, Managerial Economics, Tata McGraw Hill, 2nd edition, 2011.

Note: Latest edition of textbooks to be used.

Master of Commerce under Five Years Integrated Programme (Semester VII)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Research Methodology

Course Outcomes
Co1: Understand the concept and process of Business research in business environment
Co2: Utilize various tools and techniques for exploratory, conclusive and causal research
Co3: Discern the concept of sampling design and various methods of sampling.
Co4: understand the process of preparing questionnaire and compose structured reports that reflect an appropriate decision making

Master of Commerce under Five Years Integrated Programme (Semester VII)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Research Methodology

Time: 3 Hours **L-T-P**
(Credits): 4-0-0

Max. Marks: 100
Theory: 70
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Business Research Methods: Introduction, Definition, Scope and Importance, Basic and Applied Research, Research Process. Research Designs: Exploratory, Descriptive and Experimental Research Designs. Exploratory Research Designs: Qualitative Techniques, Secondary Data, Experience Survey, Focus Groups, Depth Interview, Projective Techniques. Descriptive Research Designs: Survey and Observation Methods.

Unit-II

Experimental Research Designs: Internal and External Validity in Experimentation, Basic Designs, After only, Before-After, After only with Control Group, Before-After with Control Group, Time Series Designs. Measurement: Concepts, Levels- Nominal, Ordinal, Interval and Rating Scale, Measurement Errors.

Unit-III

Sampling Design: Meaning, Steps in Sampling Design. Probability Sampling Methods: Simple Random Sampling, Multistage Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling. Non-Probability Sampling Methods: Convenience Sampling, Judgement Sampling, Snowball Sampling, Quota Sampling; Sampling and Non-Sampling Errors. Tabulation and Cross Tabulation of Data

Unit-IV

Questionnaire and Questionnaire Design Process: Content and Structure of Questionnaire; Criteria for Questionnaire Designing. Report Writing: Introduction, Report Preparation Process and Report Format.

Suggested Readings:

1. Cooper, D.R. and Schindler, P.S., “Business Research Methods”, Tata Mc Graw Hill, New Delhi, 11th edition.

2. Levine, D.M., Krehbiel T.C. and Berenson M.L., “Business Statistics”, Pearson Education, NewDelhi, 2nd edition, 2006.

3. Bryman, Alan and Bell, Emma, “Business Research Methods” Oxford University Press, New Delhi, 5th edition, 2018.

4. Bajpai, Naval, “Business Research Methods”, Pearson Publications, New Delhi, 2nd edition,2017.

5. Chawla, Deepak and Sondhi, Neena, “Research Methodology: Concepts and Cases”, Vikas Publication House, Noida, 2nd edition, 2016. Note: Latest editions to be followed

Master of Commerce under Five Years Integrated Programme (Semester VIII)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Research Methodology

Course Outcomes

Co 1: Apply appropriate analytic techniques and tools to analyze data, create analytical models, and identify insights

Co 2: Select appropriate data visualizations tools to clearly communicate analytic insights

Co 3: Understand the factor analysis and structure modelling method

Co 4: Develop the skills of writing a research paper.

Master of Commerce under Five Years Integrated Programme (Semester VIII)
(Credit Based Continuous Evaluation and Grading System)
Session: 2026-27
Course Title: Research Methodology

Time: 3 Hours **L-T-P**
(Credits): 4-0-0
Max. Marks: 100
Theory: 70
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

ANOVA and Test of Variances: Conceptual Framework, Assumptions, Analysis and Interpretation of One-Way ANOVA (including post-hoc analysis) and Two-Way ANOVA including interaction effect.

Unit-II

Non-Parametric Tests: Conceptual framework, Rationale, Analysis and Interpretation of Mann-Whitney U test, Wilcoxon Signed Rank test, Kruskal Wallis test, Friedman test. Correlation analysis: Meaning, Assumptions, Bivariate Correlation-Pearson's Correlation Coefficient, Spearman's Correlation Coefficient, Kendall's tau.

Unit-III

Factor Analysis: Exploratory and Confirmatory Factor analysis, Checking the assumptions and interpretation of results. Structural Equation Modelling: Conceptual framework, Application, Analysis and interpretation of results.

Unit-IV

Research Problem and Writing: Introduction, Formulation of Research Problem, writing process, elements of writing, Review of literature: tools for writing up literature review, types of review, presenting quantitative and qualitative data, writing the results, discussion of results. References and Bibliography: Meaning, importance, Referencing Styles: APA, MLA,Harvard, Bibliography vs references.

Note: Practical through open source softwares like Jamovi, Gretl, Bluesky etc

Suggested Readings:

1. Damodar N. Gujarat and S.Sangeeta, “Basic Econometrics”, Tata Mc Graw Hill Publishers, New Delhi, Fourth Edition, 2008.

2. A.K. Sharma, “Text Book of Correlations and Regression”, Discovering Publishing House, New Delhi, Fourth Edition, 2005.

3. Navarro DJ and Foxcroft DR, “Learning Statistics with Jamovi: a tutorial for psychology students and other beginners”, 2022 (Version 0.70

FACULTY OF ECONOMICS AND BUSINESS

SYLLABUS

OF

ECONOMICS

For

Master of Commerce SEMESTER-I & II

(Under Credit Based Continuous Evaluation Grading System)
Session: 2026-27

The Heritage Institution
Kanya Maha Vidyalaya, Jalandhar
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULAM OF EXAMINATION OF
Master of Commerce (Semester-I)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2026-27)

Semester-I							
	Course Title			Credits	Total Credits	Marks	

Course Code		Course Type	Hours Per Week L-T-P	L-T-P		Total	Th	P	CA	Examination time (in Hours)
MCML-1171	Managerial Economics	C	4-0-0	4-0-0	4	100	70	-	30	3

C- Compulsory

Semester-I										
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits L-T-P	Total Credits	Marks				Examination time (in Hours)
						Total	Th	P	CA	
MCMM-1095	Statistical Analysis for Business	C	3-0-2	3-0-1	4	100	50	20	30	3+1

C- Compulsory

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULAM OF EXAMINATION OF
Master of Commerce (Semester-II)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2026-27)

Semester-II										
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits L-T-P	Total Credits	Marks				Examination time (in Hours)
						Total	Th	P	CA	
MCMM-2095	Research Methodology	C	3-0-2	3-0-1	4	100	50	20	30	3+1

C- Compulsory

Master of Commerce (Semester-I)
Session 2026-27
Course Title: Managerial Economics
Course Code: MCML-1171

Course outcomes:

After passing this course, students will be able to:

CO1: Understand the concepts of managerial economics and, theory and elasticity of demand.

CO2: Understand in-depth knowledge of theories of consumer behaviour and production function.

CO3: Understand the theories of cost and market structure

CO4: Understand the concept of national income, consumption function and Inflation.

Master of Commerce (Semester-I)
Session 2026-27
Course Title: Managerial Economics
Course Code: MCML-1171

Time: 3 Hours

L-T-P (Credits): 4 -0-0
Max. Marks: 100
Theory: 70
CA: 30

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Managerial Economics: Meaning, Nature, Scope and Concepts.
Law of Demand: Meaning, Determinants, Exceptions, Kinds of Demand, Change in Demand and Importance of Law of Demand.
Elasticity of Demand: Meaning, Types and Degrees of Elasticity of Demand, Methods of measuring Price Elasticity of Demand, Factors Determining Elasticity of Demand, Importance.

Unit-II

Marginal Analysis: Law of Diminishing Marginal Utility, Law of Equi-marginal Utility
Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance.
Production Function: Meaning, Law of Variable Proportion and Law of Returns to Scale Economies and Diseconomies of Scale.

Unit-III

Theories of Costs: Types of Costs, Traditional Theory: Long Run & Short Run, Modern Theory: Long Run & Short Run.
Managerial Theories: Profit maximization and Sales Maximization.
Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition.
Oligopoly: Sweezy Model.

Unit-IV

National Income: Conceptual Framework, Measures of National Income, Methods of Measurement of national income and Limitations/problems in measurement of national income, importance of measurement of national income
Consumption Function: Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume, Keynes Psychological Law of Consumption – Meaning, Properties and Implications.
Inflation: Meaning, Types, Theories of Inflation, effects and control of Inflation.

Suggested Readings:

1. Ahuja, H. L. (2009), Modern Micro Economics , Sultan Chand and Co.
2. Koutsyannis A. *(1977)*, '*Modern Microeconomics', 2nd Edition,* Macmillan Press, London.

3. Mithani, D.M*(2009),'Managerial Economics',5th Edition* Himalaya Publishing House, New Delhi.
4. Adhikari, M., *Economic Analysis for Business Decision.*
Note: The latest edition of the books is recommended.

Master of Commerce (Semester-I)

Session 2023-24

Course Title: Statistical Analysis for Business

Course Code: MCMM-1095

Course Outcomes:

After successful completion of this course, students will be able to –

CO1: understand the concept of Probability theory and distributions.

CO2: analyze the techniques of data collection (primary and secondary).

CO3: ways of questionnaire designing and formulation of hypothesis.

CO4: identify, use and interpret the results of statistical tools and techniques

Master of Commerce (Semester I)

Session 2023-24
Course Title: Statistical Analysis for Business
Course Code: MCMM-1095

Time: 3 hours	**Max. Marks: 100**
Hours per week	**Theory: 50**
L-T-P	**Practical: 20**
3-0-2	**CA: 30**

Note: Instructions for the Paper–Setter:
Two questions, each carrying 10 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Probability Theory: Probability–classical, relative, and subjective probability; Addition and multiplication probability models.

Probability Distributions: Binomial, Poisson, and normal distribution, their characteristics and applications.

Unit-II

Sampling and Data Collection: Sampling and sampling (probabilityand non-probability) methods; Sampling and non–sampling errors.

Primary data collection techniques; Survey and Observation methods: Secondary data sources; Commercial (Syndicated) and Non–commercial sources.

Unit-III

Questionnaire design

Hypotheses testing; Null and alternative hypothesis, type I and type II error.

Unit-IV

Large and small sampling tests–Z tests, T tests, and F tests. ANOVA (one–wayand two–way), Chi–square test.

Correlation: Simple, partial and multiple correlation coefficients.

Practical through SPSS:

The students will be trained in the following techniques of data analysis using latest version of SPSS software. At the end of the semester, external examiner will be appointed by the University to conduct the practical by examining the students in the lab and award marks.

Instructions for Practical Examiner: Question paper is to be set on the spot by the Internal Examiner. Two copies of the same should be submitted for the record to COE Office, Kanya Maha Vidyalaya, Jalandhar.

Topics: Z tests, T tests, and F tests. ANOVA (one–way and two–way), Chi–square test, correlation.

Suggested Readings:

1. Sharma, J.K., "Business Statistics", 2nd edition (2007), Dorling Kindersley (India) Pvt. Ltd.
2. Hooda, R.P, "*Statistics for Business and Economics*", 2003, Macmillan, New Delhi.
3. Heinz, Kohler, "*Statistics for Business & Economics*", (2002), South-Western / Thomson Learning.
4. Hien, L.W, "*Quantitative Approach to Managerial Decisions*", Prentice Hall, New Jesery,
5. Mc Clave, J. T.; Benson, P.G. and Sincich, T., "*Statistics for Business & Economics*", 11th edition (2011), Pearson.

Masters of Commerce(Semester-II)
Session: 2023-24
Course Title: Research Methodology
Course Code: MCMM–2095

Course Outcomes:

After successful completion of this course, students will be able to

CO1: formulate and define the research problem.

CO2:identify various sources and ways of writing literature review and also provide knowledge of concepts and principles of experimental designs.

CO3: identify, use and interpret the results of comparative and non-comparative scaling techniques.

CO4: understand the data preparation, process, interpretation and application of various data analysis techniques

Masters of Commerce (Semester-II)
Session: 2023-24
Course Title: Research Methodology
Course Code: MCMM–2095

Time: 3 Hours	**Max. Marks: 100**
Hours per week	**Theory Marks: 50**
L-T-P	**Practical: 20**
3-0-2	**CA: 30**

Note: Instructions for the Paper–Setter:
Two questions, each carrying 10 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Research methodology: Nature and scope; problem, formulation and statement of research objectives. Research process. Choose a Research Topic.

Unit-II

Review of Literature Goals of a Literature Review, Types of Reviews, Sources of Research Literature. Writing of Review.
Research designs: Exploratory, descriptive and Causal designs (Basic designs—After only, Before After, After along with control group, Before after with control group, Time series designs).

Unit-III

Measurement: concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio.
Attitude Measurement: Comparative and Non–comparative scaling techniques, Tabulation and cross– tabulation of data.

Unit-IV

Data Preparation, Analysis, and Interpretation.Data preparation, Data screening, Transforming data, Data Analysis and Interpretation
Data analysis techniques: Multiple regression analysis, Logistic regression analysis, Discriminant Analysis, Factor Analysis.

PracticalsThrough Spss:
The students will be trained in the following techniques of data analysis using latest version of SPSS software. At the end of the semester, external examiner will be appointed by the University to conduct the practical by examining the students in the lab and award marks.

Topics: Data preparation, Data screening, Transforming data, Data Analysis and Interpretation, Multiple regression analysis, Logistic regression analysis, Discriminant analysis and Factor analysis

Instructions for Practical Examiner: Question paper is to be set on the spot by the Internal Examiner. Two copies of the same should be submitted for the record to COE Office, Kanya Maha Vidyalaya, Jalandhar.

Suggested Readings:

1. Cooper, D. R. and Schindler, P.S., ― *Business Research Methods*, 9thEdition, Tata McGraw

Hill, New Delhi.

2. Levine, D.M., Krehbiel ,T.C.and Berenson, M.L.,— *Business Statistics*, 12th Edition (2012), Pearson Education, New Delhi.
3. Kothari, C.R., —*Research Methodology*, 2nd Edition (2008), New Age International.
4. Anderson, D.R.; Sweeney, D.J. and Williams, T.A., —*Statistics for Business and Economics*, 2nd Edition (2011), Thompson, New Delhi.

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

OF

ECONOMICS

For

Bachelor of Vocation (Retail Management) (Semester: I)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2026-27

Kanya Maha Vidyalaya, Jalandhar
(Autonomous)
The Heritage Institution

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULAM OF EXAMINATION OF THREE YEARSDEGREE PROGRAMME

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2026-27)

<table>
<tr><th rowspan="3">Course Code</th><th rowspan="3">Course Title</th><th rowspan="3">Course Type</th><th rowspan="3">Hours per week L-T-P</th><th rowspan="3">Credits L-T-P</th><th colspan="4">Marks</th><th></th></tr>
<tr><th rowspan="2">Total</th><th colspan="2">Ext.</th><th rowspan="2">CA</th><th rowspan="2">Examination Time (In Hours)</th></tr>
<tr><th>L</th><th>P</th></tr>
<tr><td>BVRL-2325</td><td>Managerial Economics</td><td>C</td><td>2-0-0</td><td>2-0-0</td><td>50</td><td>35</td><td>-</td><td>15</td><td>3</td></tr>
</table>

BACHELOR OF VOCATION (RETAIL MANAGEMENT)
(SEMESTER -II)
SESSION 2025-26
Course Title: Managerial Economics
Course Code: BVRL-2325
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF LEVEL-5)

After successful completion of this course, students will be able to:

CO1: Understand the basic concepts of managerial economics and apply economic principles to management decisions.

CO2: have an in-depth understanding of the preliminary concepts about consumer behavior.

CO3: learn about the various cost curves and the production function.

CO4: learn about various market structures and the role of government in the economy.

BACHELOR OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -II)
SESSION 2025-26
Course Title: Managerial Economics
Course Code: BVRL-2325
JOB ROLE: RETAIL TEAM LEADER- RAS/Q0105 (NSQF level-5)

Time: 3 Hours	**Max. Marks: 50**
Hours per week	**Theory Marks: 35**
L-T-P	**CA: 15**
2-0-0	

Note: Instructions for the Paper–Setter:
Two questions, each carrying 7 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Introduction to Managerial Economics: Introduction, Concept, Scope, Significance of Managerial Economics.
Distinction Between Economics and Managerial Economics, Role of Managerial Economics &Major Economic Problems & Tools of Managerial Economics, Functions of Managerial Economist.

Unit-II

Demand and Supply: Introduction, Concept of Demand, Law of Demand, Change in Demand & Quantity Demanded, Concept of Supply, Law of Supply, Demand & Supply Equilibrium.
Elasticity of Demand and Supply: Price Elasticity of Demand, Measurement, Factors Influencing Price Elasticity of Demand. Income Elasticity of Demand, Cross Elasticity of Demand. Elasticity of Supply, Factors Determining Elasticity of Supply.

Unit-III

Production & Cost function: Production Function, Short run Production, Long run Production, Producer's Equilibrium, Types of Production Function. Concept of Cost, Type of Cost in Long run and Short run.

Unit-IV

Market Dynamic: Elements of Competition, Perfect Competition, Monopoly & Price Discrimination, Imperfect Competition & Duopoly.
Role of Government in an Economy: Introduction, Requirement of Government Intervention in an Economy, role of Govt. in Different Economic Systems and Policies.

Suggested Readings:
1. Mehta,P.L.(2013), *Managerial Economics*, S. Chand & Sons Company Ltd., New Delhi.
2. Ahuja,H.L. (2018), *Advanced Economic Analysis,* S. Chand & Co. Ltd, New Delhi.

Note: The latest edition of the books is recommended.

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

OF

ECONOMICS

For

Master of Vocation (Retail Management)
(Semester I)
(Under Credit Based Continuous Evaluation Grading System)

Session: 2026-27

Kanya Maha Vidyalaya, Jalandhar
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULAM OF EXAMINATION OF
MASTER OF VOCATION (RETAIL MANAGEMENT)
(SEMESTER -I)
Session: 2026-27

<table>
<tr><th rowspan="3">Course Code</th><th rowspan="3">Course Title</th><th rowspan="3">Course Type</th><th rowspan="3">Hours per week L-T-P</th><th rowspan="3">Credits L-T-P</th><th rowspan="3">Total Credits</th><th colspan="4">Marks</th><th></th></tr>
<tr><th rowspan="2">Total</th><th colspan="2">Ext.</th><th rowspan="2">CA</th><th rowspan="2">Examination Time (In Hours)</th></tr>
<tr><th>L</th><th>P</th></tr>
<tr><td>MVRL-1324</td><td>Economics of Retail</td><td>C</td><td>4-0-0</td><td>4-0-0</td><td>4</td><td>100</td><td>70</td><td>-</td><td>30</td><td>3</td></tr>
</table>

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
Session: 2026-27
Course Code: MVRL-1324
Course Title: Economics of Retail

Course Outcome: After successful completion of this course, students will be able to:

CO1: Appreciate the role of markets and institutions in facilitating development of retail industry.
CO2: have an in-depth understanding of the preliminary concepts about consumer behavior and the consumption function.
CO3: learn about various market structures.
CO4: learn the various profit policies, government policies in the economy.

MASTER OF VOCATION (RETAIL MANAGEMENT) (SEMESTER -I)
Session: 2026-27
Course Code: MVRL-1324
Course Title: Economics of Retail

Examination Time: 3 Hours	**Max. Marks: 100**
4 Hours per Week	**Theory Marks: 70**
L-T-P	**CA: 30**
4-0-0	

Note: Instructions for the Paper–Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Retail Economics: Benefits to the Economy, Retailing Environment: The Legal environment, The Economic environment, The Technological environment, The Global environment. The Competitive Environment. Types of Competition: Analyzing Competition. Retail economics in India, Contribution of retail industry in today's economy. Contribution of FDI in Retailing

Unit-II

Theory of Demand: Meaning of demand and its types, law of demand, price elasticity of demand and its measurement. Concept of supply, law of supply, demand & supply equilibrium.
Consumer Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of Equi-marginal utility.
Consumption: Meaning, determinants (subjective and objective) and importance, Keynes Psychological Law of Consumption.

Unit-III

Perfect Competition: Meaning, features, price and output determination of firm and industry under perfect competition.
Monopoly: Meaning, features, price and output determination under monopoly.
Monopolistic Competition: Meaning, features, price and output determination under monopolistic competition.

Unit-IV

Pricing and Output Decisions: Methods of pricing, differential pricing, Government intervention and pricing. Profit: Meaning and nature, Profit policies, Profit planning and forecasting, Cost-Volume-Profit analysis, Investment analysis.

Suggested Readings:

1. Mehta, P.L. (2013) *Managerial Economics*, S. Chand & Sons Company, New Delhi.
2. Ahuja, H.L. (2018). *Advanced Economic Analysis,* S. Chand & Co. Ltd, New Delhi.

Note: The latest edition of the books is recommended.

FACULTY OF ECONOMICS AND BUSINESS

Syllabus of Economics

for

Bachelor of Business Administration–Airlines and Airport Management

(Semester III)

Credit Based Continuous Evaluation Grading System

Session 2025-26

The Heritage Institution
KANYAMAHA VIDYALAYA JALANDHAR
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME
Bachelor of Business Administration (Airlines and Airport Management)

(Session 2026-27)
Credit Based Continuous Evaluation Grading System

<table>
<tr><th colspan="10">Semester III</th></tr>
<tr><th rowspan="3">CourseCode</th><th rowspan="3">Course Type</th><th rowspan="3">CourseTitles</th><th rowspan="3">Hours Per Week L-T-P</th><th rowspan="3">Credits</th><th colspan="4">MaxMarks</th><th rowspan="3">Examination time (inHours)</th></tr>
<tr><th rowspan="2">Total</th><th colspan="2">Ext.</th><th rowspan="2">CA</th></tr>
<tr><th>L</th><th>P</th></tr>
<tr><td>BBML-3711</td><td>S</td><td>Basics of Statistics</td><td>4-0-0</td><td>4</td><td>100</td><td>70</td><td>-</td><td>30</td><td>3</td></tr>
</table>

S-Skill Enhancement

Bachelor of Business Administration – Airlines and Airport Management Semester-III
(Session 2026-27)
Subject: Basics of Statistics
Course Code: BBML- 3711

Course Outcome: After successful completion of course, students will be able to

CO1: understand fundamental statistical concept of statistics, sampling techniques and the methods to collect, organize, and summarize data.

CO2: Interpret and visualize data using graphs and charts.

CO3: Apply measures of central tendency and dispersion to make informed decisions based on data.

CO4: Understand and apply the concept of skewness to analyze the spread and asymmetry of statistical data , compare magnitudes of related variables over a period of time using index numbers.

Bachelor of Business Administration – Airlines and Airport Management Semester-III
(Session 2026-27)
Subject: Basics of Statistics
Course Code: BBML- 3711

Time: 3 Hours **Maximum Marks: 100**
L-T-P: 4-0-0 **Theory Marks: 70**
CA: 30

Note: Instructions for the Paper Setter:
Two questions, each carrying 14 marks, from each of the Units I-IV (i.e., a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

UNIT-I

Statistics: Definition, Scope of statistics, Functions and Limitations of Statistics
Census and sampling methods, Population vs. Sample, Types of sampling methods-Probability and Non-probability sampling methods.
Methods of data collection: Primary and Secondary data collection methods.

UNIT-II

Presentation of data; Data classification and tabulation, Frequency distribution tables, **Diagrammatic and Graphical representation of Data:** Bar graphs, Pie charts, Histograms, Frequency Polygon and Ogives (cumulative frequency curves).

UNIT-III

Measures of Central Tendency: Arithmetic mean, Median, Mode., Comparison and uses.
Measures of dispersion: Range, quartile deviation, Mean deviation and Standard deviation. Variance and coefficient of variation.

UNIT-IV

Skewness: Karl Pearson's method, Bowley's method and Kelly's method.
Index Numbers: Price Index Numbers–Weighted and Unweighted Index Numbers, various formulae and consistency tests.

Suggested Readings:

1. Sharma, J.K., "Business Statistics", 2nd edition (2007), Dorling Kindersley (India) Pvt. Ltd.
2. Hooda, R.P, "*Statistics for Business and Economics*", 2003, Macmillan, New Delhi.
3. Heinz, Kohler, "*Statistics for Business & Economics*", (2002), South-Western / Thomson Learning.
4. Gupta, S.P. (2014), *Statistical Methods*, Sultan Chand & Sons, New Delhi.
5. Croxton, F.E., Cowden D.J. and Klein, S. (1973), *Applied General Statistics*, 3rd. Ed., Prentice
   Hall of India, New Delhi.
6. Nagar, A.L. and Das, R.K. (1976), *Basic Statistics*, Oxford University Press, Bombay.