



**RAJU SHROFF ROFEL
UNIVERSITY, VAPI**

**FACULTY OF HUMANITIES AND LIBERAL
STUDIES**

SHRI MAHAVIR ROFEL COLLEGE OF ARTS

**BACHELOR OF ARTS
(B.A. ECONOMICS PROGRAMME)**

**SYLLABUS, SEM-2
AS PER NEP-2020
W.E.F 2024-25**

SEMESTER 2

Subject Category	SEMESTER -2	Credit
Major	Economics Paper-3-Introduction to Micro Economics-II	4
Major	Economics Paper-4-Introduction to Macro Economics-II	4
Minor	Fundamental of Psychology-II	4
MDC	Fundamental of Digital Marketing	4
AEC	Communicative English-II	2
SEC	Content Writing-II	2
VAC	Environmental Studies	2
	Total	22

Major 3: Introduction to Micro-Economics-II

Course Code	ECM203-1C	% Weightage
Course Purpose	The course aims to familiarize students with behavior of firms under different markets, to determine the positions of firms in the market and to study different theories of profit given by great economists that can be prevail under economic scenarios.	-
Course Outcome	On accomplishment of this course, students will be able to <ol style="list-style-type: none"> 1. Understand the concept of Microeconomics 2. To demonstrate how application of economic theory can improve decision making. 3. Output and pricing decisions under various types of market. 4. Evaluate and take right investment decisions from available alternatives. 5. Enable students to take decisions regarding factor pricing. 	-
Unit 1	Demand Estimation and Forecasting Meaning, Significance of Methods (Survey and Trend Methods) and Criteria for an ideal method of demand forecasting. Price Discrimination- Meaning, types, essential conditions, profitability and possibility of price discrimination.	25
Unit 2	Monopolistic Competition and Oligopoly Meaning, Characteristics, Equilibrium of a firm & group in short-run and long –run, Selling cost. Oligopoly Meaning, Characteristics, Kinked Demand Curve, Price leadership- meaning and types.	25
Unit 3	Break-Even Analysis: Meaning, Assumptions, Uses and Limitations. Break- Even Point: Meaning. Determination of BEP, Break Even Charts.	25
Unit 4	Factor Pricing Wages: Meaning, Nominal & real wages, Factors affecting real wages, Wages differential in same occupation. Profit : Meaning, Difference between Economic and	25

	Accounting profit, Theories of profit-Prof. Clark's dynamic theory, Prof. Schumpeter's Innovation theory and prof, Knight's Risk bearing and uncertainty theory.	
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Reference Books::

1. Joel Dean, Managerial Economics, Prentice Hall, Englewood Cliffs, N.J.
2. Spencer M.H. and Siegelman, Managerial Economics, Richard Irwin- 1964.
3. G.S. Gupta, Managerial Economics, Tata McGraw Hill.
4. H.L.Ahuja- Business Economics, S. Chand & Co, New Delhi.
5. Micro Economics: Theory and Applications- Dominick Salvatore, Oxford University Press, New York.

Major -4: Introduction to Macro-Economics-II

Course Code	ECM204-1C	% Weightage
Course Purpose	This course aims at imparting knowledge to the students about how the economy behaves. Topics include an overview of macroeconomics including causes of its emergence, major macro-economic concerns. It will enable the students to develop a critical insight on macro-economic models.	-
Course Outcome	On successful completion of the course, students will be able to: <ul style="list-style-type: none"> i. Understand the need for macroeconomics as a separate field of study. ii. Explains the concept of consumption function and investment function. iii. Explains the different stage of trade cycle. iv. Understand the concept of international trade and causes and remedies of disequilibrium in the balance of payment. v. Explains the functions of Central Bank of India and functions of IMF. 	-
Unit 1	<ul style="list-style-type: none"> ▪ Money Meaning, functions, Concept of money and near money, Classical Economists and Keynes's views on demand for money, factors affecting demand for money, Introduction to Digital Money ▪ Money Supply Components of money supply, factors affecting money supply, Fisher's cash balance approach, Income-Expenditure Principle of Keynes, 	25
Unit 2	<ul style="list-style-type: none"> ▪ Consumption function Average and marginal propensity of consumption, Factors affecting propensity to consume. ▪ Investment function Marginal Efficiency of Capital, its meaning and factors affecting Marginal efficiency of Capital, and relationship with M.E.C, level of investment and interest rate. Different Investment Avenues 	25
Unit 3	<ul style="list-style-type: none"> ▪ Trade cycle Meaning, characteristics and stages ▪ International Trade Meaning and importance, concept of balance of trade and balance of payments, Disequilibrium in balance of payments, its causes and remedies. 	25

Unit 4	<ul style="list-style-type: none"> ▪ Credit Control Central Bank- Functions of Central Bank of India- Tools of credit Control. ▪ International Monetary Fund Objectives and functions- World Bank- Objectives and Functions. 	25

Reference Books:

1. K.K. Dewitt: Modern Theory, New Delhi, Shyamlal Charitable Trust.
2. Modern Economics – H. L. Ahuja.
3. Macroeconomics: Policy and Practice – Dwivedi
4. Money, Banking, International Trade and Public Finance – M.L.Jhingan.

Minor 2- Fundamentals of Psychology- II

Course Code	ECE202-1C	% Weightage
Course Objective	The course is designed to provide a comprehensive exploration of human personality, intelligence, thinking, and potential. It delves into the biological, cultural, and psychological factors that shape personality, the nature of intelligence and its measurement, the cognitive processes involved in thinking and decision-making, and strategies for enhancing individual potential.	-
Course Outcome	At the end of the course study, students would be able to, <ul style="list-style-type: none"> • Demonstrate a comprehensive understanding of personality • Critically evaluate concepts of intelligence. • Apply critical thinking skills to analyze thinking processes. • Develop strategies for enhancing individual potential. 	-
Unit 1:	Personality: Nature of personality; Biological foundations of personality; Culture, gender and personality; Perspectives on personality: Psychodynamic, Phenomenological- humanistic and social cognitive.	25
Unit 2	Intelligence: Concept of intelligence: Psychometric and cognitive approaches to intelligence; Gardner's multiple intelligences; Emotional Intelligence, Heredity, environment and intelligence; Group differences in intelligence; Extremes of intelligence.	25
Unit 3	Thinking – (i) Concepts; Problem solving strategies and obstacles; Forming good and bad decisions and judgments; Thinking critically	25

	about: the fear factor- Why we fear the wrong things. Do other species share our cognitive skills? (ii) Conflict Resolution	
Unit 4	Enhancing individual's potential: Self-determination theory; Enhancing cognitive potential, Self- regulation and self enhancement; Fostering creativity.	25

Reference Books:

1. Carr, A. (2011): Positive psychology. Routledge.
2. Chadha, N.K. & Seth, S. (2014). The Psychological Realm: An Introduction. Pinnacle Learning, New Delhi.
3. Ciccarelli, S. K., & Meyer, G. E. (2010). Psychology: South Asian Edition. New Delhi: Pearson Education.
4. Matthijs Cornelissen, Girishwar Misra and Suneet Varma (eds.) (2011), Foundations of Indian Psychology (Vol. 1), Theories and concepts .Pearson.
5. Mentis, M., Dunn-Bernstein, M., Mentis, M., &Skuy, M. (2009).Bridging learning: Unlocking cognitive potential in and out of the classroom. Corwin.
6. Passer, M.W. & Smith, R.E. (2010). Psychology: The science of mind and behaviour. New Delhi: Tata McGraw-Hill.

MDC- Fundamentals of Digital Marketing

Course Code	MDC 202-1C	% Weightage
Course Objective	The primary objective of this course is to equip learners with a comprehensive understanding of digital marketing, enabling them to effectively utilize digital channels to achieve marketing goals. This course will cover the fundamental concepts, strategies, and techniques essential for successful digital marketing campaigns.	
Course Outcome	Upon completion of this course, learners will be able to: <ul style="list-style-type: none"> 1. Demonstrate a good understanding of the fundamentals of digital marketing. 2. Strategic Engagement Techniques. 3. Utilize various digital marketing tools and techniques. 	
Unit 1	Introduction <ul style="list-style-type: none"> • Fundamentals of Digital marketing & Its Significance • Traditional marketing Vs Digital Marketing • Key Drivers • Ethics in Digital Marketing • Digital Consumer & Communities • Gen Y & Netizen's expectation & influence wrt Digital Marketing 	25
Unit 2	Engaging Digital Consumers <ul style="list-style-type: none"> • The Digital users in India • POEM Framework • Segmenting & Customizing messages • Skills in Digital Marketing 	25
Unit 3	Digital Marketing Tools and Techniques <ul style="list-style-type: none"> • Social Media Marketing • SEO techniques • Email Marketing • Mobile Marketing 	25
Unit 4	Display Advertisement <ul style="list-style-type: none"> • Display advertizing 	25

	<ul style="list-style-type: none"> • Buying Models • Types of display ads • Ad placement techniques. 	
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Note: Case studies relevant to the above topics /chapters of Fundamentals of Digital Marketing can be covered as per requirement.

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya Publication
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan, Kogan Page Publishers
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

AEC: Communicative English – II

Course Code	AEC202-1C
Course Objective	To develop comprehensive writing skills and enhance soft skills for effective communication and professional success.
Course Outcome	<ol style="list-style-type: none">1. Students will be able to write clearly, concisely, and coherently across various genres and styles.2. Students will be able to effectively communicate in professional settings through emails, memos, reports, and presentations.3. Students will be able to analyze information, evaluate arguments, and develop solutions to complex problems.

Course Content

Unit No.	Particulars	% Weightage
1	Writing Skill <ul style="list-style-type: none">• What is writing skill?• Writing for various purpose• Types of writing• Information Transfer: Table, bar graph, line graph, tree diagram, pie chart	30
2	Functional writing <ul style="list-style-type: none">• Writing business e-mails (Inquiry, reply, order)• Notice writing, Agenda Writing, Memo writing, Minutes of meeting• Job Application with C V writing (Chronological C V, Functional C V)	30
3	Soft Skills <ul style="list-style-type: none">• Leadership Skill,• Team work skill• Problem solving skill and Decision Making• Time Management	40

Note: Practical tasks and case studies have to be included as per requirement

Reference Books:

1. Soft skill by S.P. Dhanvel, Orient Black Swan
2. Creative writing- A Beginner's Manual by Anjana Neira Dev, Anuradha Marwah, Swati Pal. B. A. Program Committee, University of Delhi Textbook for BA Programe application course: Creative Writing English
3. Gupta, S.C. English Grammar & Composition. Arihant Publication. 2022.
4. Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press, 2015.
5. Wren and martin. English Grammar. MB publication, 2022

SEC: Content Writing-II

Course Code	SEC 202-1C
Course Objective	The course aims to equip students with the knowledge and skills necessary for effective creative writing and material development. It will explore the cognitive processes involved in creative writing, the principles and elements of creative writing, and the techniques for developing high-quality instructional materials.
Course Outcome:	This content writing course will equip students to: <ul style="list-style-type: none"> • Demonstrate Understanding of Creative Writing • Develop Creative Writing Skills • Understand Material Development Principles • Develop Effective Instructional Materials

Course Content

Unit No.	Particulars	% Weightage
1	Creative Writing: Cognitive process <ul style="list-style-type: none"> • Meaning • Principles of creative writing • Elements of creative writing • Steps of creative writing 	50
2	Material Development <ul style="list-style-type: none"> • Principles of material development • Techniques of writing materials • Developing materials to meet learners' need 	50

References:

1. Dillard, Anne (1989), *The Writing Life* Harper Collins: NY
2. Lamb, Charles (1833), *The Last Essays of Elia*, retrieved from <http://www.gutenberg.org/ebooks/10343> (essay- Dream Children, Chmney Sweepers)
3. Meredith & Fitzgerald, *Structuring Your Novel: From Bad idea to finished Manuscript*, Lewitt Shariann, Writing and Reading Short Stories. MIT Open courseware.
4. Online Resources:
<https://www.youngwritersmagazine.com/catagory/fiction/http://www.backhandstories.com/essays/>
5. Nunan, D. (2004), *Task-based language teaching*, Cambridge: Cambridge University.
6. Tomlinson, B. (1998), *Materials Development in Language Teaching*, Cambridge: Cambridge University.
7. Articles: Tomlinson, B. (2010). *Principles and Procedures of materials development for language learning*, Part 1. Folio 14:1, pp. 3-6

VAC: Environmental Studies

Course Code	VAC201-1C	% Weightage
Course Purpose	To create awareness about environment and environmental issues	-
Course Outcomes	<p>The students will be able to</p> <ul style="list-style-type: none"> • Understand various kinds of renewable and Nonrenewable resources • Understand role of an individual in prevention of pollution and pollution related issues. • Define the principles of science, and sustainability, and recognize their role in evaluating and establishing a viable human society within Earth's systems • Describe ecosystems in terms of how they vary, are structured, and function both internally and as part of the larger biosphere. • Reflect critically about their roles and identities as citizens, consumers and environmental factors in a complex, interconnected world. 	-
1	<p>Multidisciplinary Nature of Environmental Studies</p> <ul style="list-style-type: none"> • Definition and meaning of environment • Scope and importance, • Need for public awareness - Institutions in Environment, People in Environment. 	20
2	<p>Natural Resources: Renewable and non-renewable resources:</p> <ul style="list-style-type: none"> • Meaning and definition of resources, types of natural resources associated problems, • Non-renewable Resources, Renewable Resources - A) Forest resources B) Water resources, C) Mineral resources, D) Food resources, E) Energy resources F) Land resources, • Role of an individual in conservation of natural resources 	30
3	<p>Ecosystems</p> <ul style="list-style-type: none"> • Concept of an ecosystem, • Structure and function of an ecosystem, Producers, consumers and decomposers, • Energy flow in the ecosystem 	20
4	<p>Environmental Pollution and social Issues</p> <ul style="list-style-type: none"> • Definition, Causes, effects and control measures of - Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards 	30

	<ul style="list-style-type: none"> • Role of an individual in prevention of pollution 	
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Reference books:

- Textbook of Environmental Studies for Undergraduate Courses by Erach Bharucha (Universities Press)
- D.K. Asthana, Meera Asthana, Environmental Studies, S Chand & Company, New Delhi.