

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**



NAAC Accredited-2022

‘B++’Grade (CGPA2.96)

FACULTY OF HUMANITIES

NEP 2020 Compliant Curriculum for

B.A. (Economics)

With effect from 2024-25



पुण्यश्लोक अहिल्यादेवी होळकर
सोलापूर विद्यापीठ

॥ विद्यया संपन्नता ॥

NAAC Accredited-2022
'B++' Grade (CGPA-2.96)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

NEP 2020 Compliant Curriculum

B.A. (Economics)

Program Preamble

The Bachelor of Arts (B.A.) in Economics is a comprehensive and dynamic program designed to provide students with a deep understanding of Indian Economy, along with the soft skills required to apply this knowledge in various Economics & Marks contexts. Aligned with the vision of the National Education Policy (NEP) 2020, the program offers a flexible, multidisciplinary, and learner-centric curriculum that encourages critical thinking, innovation, and holistic development. The B.A. Economics program spans four years, with each year offering a progressively advanced curriculum designed to build a strong foundation in Economics while allowing for specialization and interdisciplinary learning. The curriculum is structured around several key components:

- 1. Major Courses:** These core courses form the backbone of the program, providing in-depth knowledge and understanding of essential concepts, theories, and methodologies. Students will engage with basic knowledge of the discipline.
- 2. Minor Courses:** Students have the opportunity to choose minor courses from related or distinct disciplines, promoting an interdisciplinary approach to learning. This flexibility allows students to complement their education with insights from fields such as Indian Economy, issues in economics and broadening their career prospects.
- 3. Open Electives/General Electives:** The program encourages intellectual exploration beyond the core discipline by offering a wide range of elective courses. These electives enable students to pursue their interests in diverse subjects, fostering creativity, critical thinking, and a well-rounded educational experience.
- 4. Vocational and Skill Enhancement Courses:** Practical skills and technical proficiency are integral to the program, with vocational and skill enhancement courses providing competence for employment. These courses are designed to prepare students for immediate employment and equip them with the tools necessary for career advancement in the interdisciplinary subjects.
- 5. Ability Enhancement Courses (AEC), Indian Knowledge System (IKS), and Value Education Courses (VEC):** In alignment with NEP 2020, the program integrates courses that emphasize the Indian Knowledge System, ethical values, and life skills. These courses foster a deep appreciation for India's rich cultural heritage, while also developing essential communication and ethical decision-making skills that are vital for personal and professional growth.
- 6. Field Projects/Internships/Apprenticeships/Community Engagement Projects/On-Job Training:** To bridge the gap between theoretical knowledge and real-world applications, the program includes opportunities for field projects, internships, apprenticeships, and community engagement. These experiences provide students with practical insights, problem-solving abilities, and exposure to professional environments, enhancing their readiness for career.

7. **Research Methodology and Research Projects:** Research is a critical component of the B.A. Economics program, with students acquiring skills in research methodology, data collection, analysis, and scientific inquiry. By engaging in independent research projects, students are encouraged to develop innovative solutions to complex problems,
8. Preparing them for advanced studies and research-oriented careers.

❖ **Multiple Entry and Multiple Exit Options**

In accordance with the NEP 2020, the B.A. Economics program incorporates a Multiple Entry and Multiple Exit framework, offering students the flexibility to enter or exit the program at various stages. This approach ensures that students can tailor their educational journey according to their personal and professional goals, with options to earn certificates, diplomas, or degrees based on the duration of study completed.

- **Year1:**
Upon completion of the first year, students may exit with a **Certificate in Economics**.
- **Year2:**
After two years, students may choose to exit with a **Diploma in Economics**.
- **Year3:**
Completion of the third year qualifies students for a **B.A.Degree in Economics**.
- **Year4:**
The fourth year offers an advanced curriculum with a focus on research, allowing students to graduate with an **Honors Degree in Economics**.

Eligibility for B.A. Economics: As per the rules and regulation of Govt.of Maharashtra and PAH SolapurUniversity, Solapur.



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

NEP 2020 Compliant Curriculum

B.A. (Economics)

Program Outcomes (PO)

Students graduating from the Bachelor of Economics will be able to:

Major Courses:

- **PO1:** Demonstrate in-depth knowledge and understanding of core concepts, theories, and methodologies in the chosen major discipline.
- **PO2:** Apply disciplinary knowledge to solve complex problems, analyze data, and make informed decisions in professional and research contexts.

Minor Courses:

- **PO3:** Acquire complementary knowledge and skills from a related or distinct discipline, enhancing interdisciplinary understanding and versatility.

Open Electives/General Electives:

- **PO4:** Explore diverse subjects beyond the core discipline, fostering a broad-based education and cultivating critical thinking and creativity.

Vocational and Skill Enhancement Courses:

- **PO5:** Gain hands-on experience and technical proficiency in specific vocational areas, preparing for immediate career opportunities.

Ability Enhancement Courses (AEC), Indian Knowledge System (IKS), and Value Education Courses (VEC):

- **PO6:** Understand and appreciate the rich heritage of the Indian Knowledge System, integrating traditional wisdom with modern education.
- **PO7:** Develop ability enhancement skills like communication and life skills along with ethical values, social responsibility, and a strong sense of citizenship, contributing positively to society.

Field Projects/Internship/Apprenticeship/Community Engagement Projects/ On Job Training/ Internship/Apprenticeship:

- **PO8:** Apply theoretical knowledge to real-world situations through field projects, internships, community engagement and on job Training for gaining practical experience and problem-solving skills.

Research Methodology and Research Project:

- **PO9:** Acquire research skills; including data collection, analysis, and interpretation, fostering a scientific approach to problem-solving to develop independent research projects handling capabilities.



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

NEP 2020 Compliant Curriculum

B.A. (Economics)

Program Specific Outcomes (PSOs)

* Students graduating from **B.A.(Economics)** will able to :

PSO1: Understand basic concepts and theories of economics.

PSO 2: Have the idea of government economic policies both at national & international level.

PSO 3: Have ability to suggest alternative solution on policy issues.

PSO 4: Development skills in applied application of economic theory.

PSO 5: Ability to understand Marketing & it's working.

PSO 6: Developing the research knowledge in economics.

PSO 7: Recognize role of ethical values in economic decisions.

**PSO 8: To provide life skills required for gainful employment by using domain knowledge
Such as Economics.**

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

Structure Credit distribution: Structure for Three/Four year Honors / Honors with Research
B.A. Degree

**Programme with Multiple Entry and Exit option.
Bachelor of Arts (Economics) (Faculty of Humanities)**

Level	Semester	Major		Minor	Generic (GE/OE)	Vocational and Skill VSC,SEC (VSEC)	AEC,VEC, IKS	OJT,FP, CEP, CC,RP	Cum. Cr./Sem.	Degree/Cum. Cr.
		Mandatory	Elective							
4.5	I	DSC-I (4)	--		GE /OE(2)	SEC (2)	AEC-L1 (2)		22	UG Certificate 44
		Indian Economy-I			Introduction to Economics-I	Economics of Marketing-I	VEC (2) IKS (Generic Related) (2)			
	II	DSC- II (4)	-		GE/OE (2)	SEC(2)	AEC-L1 (2)	CC(2)	22	
		Indian Economy-Ii			Introduction to Economics-Ii	Economics of Marketing-Ii	VEC(2)			
	Cum. Cr.	24	--	-	04	04	10	02	44	
<p>➤ Exit option: Award of UG Certificate in Major with 44 Credits and additional 4Credits/ Core NSQF/Internship OR Continue with Major and Minor</p>										

PUNYASLHOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR.

Syllabus (According to NEP 2020)

B.A. Part – I (Economics) Choice Based Credit System

w. e. f. Academic Year-2024-25

Semester – I

LEVEL	SEMESTER -I	TITLE OF THE PAPER	SEMESTER EXAM.			TOTAL CREDITS
			UA THEO RY	CA	TOTA L	
4.5	Subject	Major-Mandatory(DSC)				
	DSC- I	Indian Economy-I	60	40	100	4
	GE /OE	Introduction To Economics-I	30	20	50	2
		Vocational and Skill VSC,SEC(VSEC) and IKS				
	SEC	Economics Of Marketing-I	30	20	50	2
	Total Credits					8



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

First Year B.A.(Economics) Semester-I

Vertical : DSC-I

Course Code:G03-0102

Course Name: Economics-I (Indian Economy-I)

***Teaching Scheme**

Lectures:04 Hours/week, 04 Credits

***Examination Scheme**

UA:60 Marks

CA:40 Marks

Preamble:

This paper of Indian Economy enables students to understand various sectors of Indian economies. This paper deals with problems like over population, poverty, unemployment and rising prices in Indian economy. An attempt is made to introduce sectors like agriculture, green revolution and their future need, also it focuses on organic farming.

Course Objectives:

The objective of this course is....

1. To introduce the Indian Economy to the students.
2. To make familiar the students different problems prevailing in our economy such as over population, poverty and unemployment.
3. The student's can aware about the today's most important issues of rising prices.
4. To introduce the different sectors of Indian Economy such as agriculture and their recent development like organic farming.

Course Outcomes:

The students will be able to....


1. Know the Problem of Over Population in Economy.
2. Know the Problem of Poverty and Unemployment.
3. Know the Problem of Rising prices in Economy.
4. Know the Importance of Agriculture in Indian Economy, Issues of Agriculture productivity & Green Revolution.

Semester- I

Unit-1: Introduction	No. of lectures-15	Weightage:12 to 18 Marks
Unit contents: 1.1 Characteristics of Indian Economy since independence 1.2 Broad Features of Indian Population 1.3 Problem of over population - causes and measures 1.4 Population Policy-2000		
Unit-2: Poverty and Unemployment	No. of lectures-15	Weightage: 12 to 18 Marks
Unit contents: 2.1 Poverty: Concept, causes and measures 2.2 Human Poverty Index-Features 2.3 Unemployment: Concept & Types 2.4 Causes and Measures		
Unit-3: Problem of Rising Prices	No. of lectures-15	Weightage:12 to 18 Marks
Unit contents: 3.1 Concept of Rising Prices 3.2 Causes of Rising Prices 3.3 Effects of Rising Prices 3.4 Measures to control on of Rising Prices		
Unit-4: Agriculture	No.of lectures-15	Weightage:12 to 18 Marks
Unit contents: 4.1 Place of agriculture in Indian Economy 4.2 Agricultural Productivity-Causes of Low Agricultural Productivity & Measures 4.3 Features of Green Revolution, Need for second Green Revolution 4.4 Organic farming-meaning, merits and demerits of organic farming		
<ul style="list-style-type: none"> • Above Unit Weightage is given for 60% marks of UA assessment only. 		
<ul style="list-style-type: none"> •College Level Assessment (CA) Activities: Home Assignments / Unit Test/ Seminar/ Field Visit 		

REFERENCE BOOK

1. Dutt R. and K.P.M. Sundaram, (2018), Indian Economy's. Chand and Co.Ltd., New Delhi.
2. Dhingra L.C., The Indian Economy - Environment and Policy, Sultan Chand and Sons, New Delhi.
3. Dutt R.C., The Economic History of India Under Early British rule, Low Price publications, Delhi.
4. Mishra S.K. and V.K. Puri, Indian Economy - It's Development Experience, Himalaya Publishing House, Mumbai.
5. Naurojee D., (1962), Poverty and Un-British Rule in India, Low Price Publication, Delhi.
6. Jalan B., the Indian Economy - Problems and Prospects, Viking, New Delhi.
7. Dutt R., (Ed.), (2001), Second Generation Economic reforms in Indian, Deep and Deep Publications, New Delhi.
8. India 2018, Publication Division, Ministry of Information and Broadcasting, G.O.I., New Delhi.
9. Handbook of Statistics on Indian Economy. (Various issues)
10. Economic Survey of India. (2017-18)
11. Economic Survey of Maharashtra. (2017-18)
12. World Development Report.
13. रायखेलकर-दामजी (२००३), भारतीय अर्थव्यवस्था, विद्या बुक्स पब्लिशर्स, औरंगाबाद
14. पारवेकर, रावसाहेब (२००४) भारतीय अर्थव्यवस्थेच्या विकासविषयक समस्या, मीना प्रकाशन, देवगड
15. भोसले-काटे (२००५), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
16. दास्ताने, संतोष (२००६), महाराष्ट्र, दास्ताने रामचंद्र आणि कंपनी, पुणे
17. भोसले-काटे-दामजी (२०१४), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
18. डॉ. दामजी-डॉ. कदम-डॉ. पाटील-डॉ. चव्हाण (2020), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर

	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur</p> <p align="center">First Year B.A.(Economics) Semester-I</p> <p>Vertical : GE/OE</p> <p>Course Code:G03-GE-OE-102</p> <p>Course Name: Economics-GE/OE-I Introduction To Economics-I</p>
<p>*Teaching Scheme</p> <p>Lectures:02 Hours/week, Credits- 02</p>	<p>*Examination Scheme</p> <p>UA:30 Marks</p> <p>CA: 20 Marks</p>

PREAMBLE

This course is designed to introduce the elementary concepts in Economics. The modules incorporated in this paper deals with the nature and scope of economics, approaches to the study of Economics. It is expected that students should be able to use the basic concepts to understand the relevance of Economics to the real world. It will also help the students to understand and analyse the functioning of economy.

COURSE OBJECTIVES:

The objectives of the course are...

1. To know the nature and scope of Economics.
2. To understand the basic assumptions in Economics.
3. To distinguish Micro and Macro Economics.
4. To understand the concepts of demand and supply.

COURSE OUTCOMES:

At the end of this course, student will be...

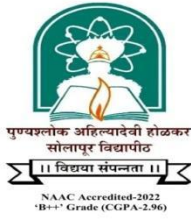
1. To know the basics of Economics.
2. To analyze the approaches to the study of Economics.
3. To understand the concepts of demand and supply.

Semester- I

Unit- I Nature and Scope of Economics	No. of lectures-15	Weightage: 09 to 18 Marks
Unit content: 1.1 Economics- Meaning and Definitions of Economics 1.2 Nature and Scope of Economics 1.3 Basic assumptions in Economics 1.4 Basic economic problems of an economy		
Unit- II Approaches to the study of Economics	No.of lectures-15	Weightage: 09 to 18 Marks
Unit content: 2.1 Micro Economics – Meaning, Importance, limitations 2.2 Demand: Concept and factors affecting demand 2.3 Supply: Concept and factors affecting supply 2.4 Macro Economics- Meaning, Importance, limitations		
<ul style="list-style-type: none">• Above Unit Weightage is given for 60% marks of UA assessment only.		
<ul style="list-style-type: none">• College Level Assessment (CA) Activities: Home Assignments / Unit Test/ Seminar/ Field Visit		

Reference Books

1. Lipsey R.G. and Chrystal (1999) Principles of Economics (Latest edition) Oxford University Press. Oxford.
2. Samuelson P.A. and W.D. Nordhaus (1998) Economics; Tata McGraw Hill, New Delhi.
3. Stonier A.W. and D.C. Hague. A text Book of Economic Theory. ELBS and Longman group, London.
4. Seth M.L- Principles of Economics.
5. Dwertt K. K.- Principles of Economics.
6. H. L. Ahuja – Advanced Economic Theory, S. Chand Publications, New Delhi
7. H. L. Ahuja- Principles of Micro Economics, S. Chand Publications, New Delhi
8. Jhingan M. L.- Modern Micro Economic Analysis, Vrinda Publications, New Delhi
9. Koutsoyannis A.- Modern Micro Economics, McMillon Press, London
10. देसाई व जोशी-आर्थिक विश्लेषण भाग १
11. कृष्णराव पाटील – आर्थिक विश्लेषण
12. पिंपरकर – मूल्यसिद्धांत
13. खांदेवाले श्रीनिवास – मूल्यसिद्धांत
14. भोसले-काटे-दामजी- अंशलक्षी अर्थशास्त्र
15. एम. ए. शिंदे – अंशलक्षी अर्थशास्त्र



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

First Year B.A. (Economics) Semester-I

Vertical : SEC

Course Code: G03-SEC-102

Course Name: Economics-SEC-I Economics of Marketing-I

*Teaching Scheme

Lectures: 02 Hours/week, 02 Credits

*Examination Scheme

UA: 30 Marks

CA: 20 Marks

PREAMBLE

Students explore the seven core functions of marketing. Students will utilize knowledge in hands-on projects which may include: conducting research, creating a promotional plan, pitching a sales presentation, interviewing, and introducing an idea for a new product/service. Economics focuses on the study of economic problems and the methods by which societies solve them. Characteristics of the market economy of the United States and its function in the world and methods of applying economics to one's life will all be explored.

COURSE OBJECTIVES:

The objectives of the course are...

1. To provide basic knowledge of meaning, nature and scope of marketing.
2. To know the students about significance and strategies of marketing.
3. To make aware the students about market segmentation and products marketing
4. To enhance the students' knowledge about the price and distribution.

COURSE OUTCOMES:

After completion of this course, learners will be able to...

1. Define the basic concepts, Nature and scope of Marketing.
2. Know the significance and strategies of marketing.
3. Analyze the market segmentation and products marketing.
4. Learn about the price and distribution.

Semester- I

Unit-I Introduction:	No. of lectures-15	Weightage: 09 to 18 Marks
Unit contents: 1.1 Meaning and Definition of Marketing 1.2 Nature and Scope of Marketing 1.3 Significance of Marketing 1.4 Marketing Strategies		
Unit No. - II- Market Segmentation:	No. of lectures-15	Weightage: 09 to 18 Marks
Unit contents : 2.1 Meaning and Base for Market Segmentation 2.2 Product- Concept, Packaging, Branding and Trademarks 2.3 Price- Factors affecting on price 2.4 Distribution-Types of distribution channels		
<ul style="list-style-type: none">• Above Unit Weightage is given for 60% marks of UA assessment only.		
<ul style="list-style-type: none">• College Level Assessment (CA) Activities: Home Assignments / Unit Test / Seminar / Field Visit		

List of Reference Books

01. Philip Kotler: - Marketing Management Englewood cliffs Prentice Hall, N. J. New Delhi.
02. William M. Pride &:- Marketing & O.C. Ferrel Houghton Mifflin Boston.
03. Markchand & B.: - An Introduction to Marketing Vardharajan Vikas Publishing House, S. Ansari Road, New Delhi.
04. Mohammad Amanatnallh: - Principles of Modern Marketing Kalyani Publications – New Delhi.
05. Dr. C. N. Sontakki: - Marketing Management Kalyani Publications – New Delhi.
06. Rustom S. Davan: - Modern Marketing Management.
07. S. A. Sherlekar: - Marketing Management Himalayan Publishing House.

PUNYASLHOK AHILYADEVJI HOLKAR SOLAPUR, UNIVERSITY, SOLAPUR.


Syllabus (According to NEP 2020)

B.A. Part – I (Economics) Choice Based Credit System

w. e. f. Academic Year-2024-25

Semester – II

LEVEL	SEMESTER-II	TITLE OF THE PAPER	SEMESTER EXAM.			TOTAL CREDITS
			UA THEORY	CA	TOTAL	
4.5	Subject	Major-Mandatory(DSC)				
	DSC- II	Indian Economy-II	60	40	100	4
	GE/OE	Introduction To Economics-II	30	20	50	2
		Vocational and Skill VSC, SEC (VSEC)				
	SEC	Economics Of Marketing -II	30	20	50	2
	Total Credits					08

	<p>Punyashlok Ahilyadevi Holkar Solapur University, Solapur</p> <p>First Year B.A.(Economics) Semester-II</p> <p>Vertical : DSC-II</p> <p>Course Code: G03-0202</p> <p>Course Name:-Economics-II Indian Economy-II</p>
<p>*Teaching Scheme</p> <p>Lectures:04 Hours/week, Credits -04</p>	<p>*Examination Scheme</p> <p>UA:60 Marks</p> <p>CA:40 Marks</p>

PREAMBLE:

This paper of Indian Economy enables students to understand various sectors of Indian Economy and Economy of Maharashtra. An attempt is made to introduce sectors like industry, Economic planning in India and Co-operatives in Maharashtra. This paper also intends to introduce development models like LPG and PURA.

COURSE OBJECTIVES:

The objective of this course is

1. To introduce the Indian Economy and Maharashtra economy to the students.
2. To introduce the students the Role of Industry in Indian Economy.
3. To understand the Objectives of Economic Planning.
4. To get the students familiar with economy of Maharashtra.
5. To make familiar the students with cooperative movement in Maharashtra.

COURSE OUTCOMES:

The students will be able to...

1. Know the importance of Industry in Indian Economy, Role and problems of Small Enterprises and industrial policy of 1991.
2. To understand the Economy of Maharashtra and Cooperatives in Maharashtra.
3. Know the importance of Economic planning and development models.

Semester- II

Unit-I: Industry	No. of lectures-15	Weightage:12 to 18 Marks
Unit contents: 1.1 Role of industry in Indian Economy 1.2 Classification of Industries 1.3 Role and problems of Small Enterprises 1.4 Industrial Policy of 1991		
Unit-II: Planning in India	No. of lectures-15	Weightage: 12 to 18 Marks
Unit contents: 2.1 Meaning and Broad objectives. 2.2 NITI Aayog: Objectives and Functions 2.3 LPG model 2.4 PURA model		
Unit-III: Economy of Maharashtra	No. of lectures-15	Weightage:12 to 18 Marks
Unit contents: 3.1 Salient features of Economy of Maharashtra 3.2 Dry land farming in Maharashtra 3.3 Agro-based industries- Role and problems, 3.4 Services sector-Present position and its role		
Unit-IV: Cooperatives in Maharashtra	No.of lectures-15	Weightage:12 to 18 Marks
Unit contents: 4.1 Role of cooperatives in Economy of Maharashtra 4.2 Sugar cooperatives- Role and problems 4.3 Dairy cooperatives- Role and problems 4.4 Urban cooperative Banks- Role and problems		
• Above Unit Weightage is given for 60% marks of UA assessment only.		
•College Level Assessment (CA) Activities: Home Assignments / Unit Test/ Seminar/ Field Visit		

List of Reference Books:

1. Dutt R. and K.P.M. Sundaram, (2018), Indian Economy's. Chand and Co.Ltd., New Delhi.
2. Dhingra L.C., The Indian Economy – Environment and Policy, Sultan Chand and Sons, New Delhi.
3. Dutt R.C., The Economic History of India Under Early British rule, Low Price publications, Delhi.
4. Mishra S.K. and V.K. Puri, Indian Economy – It's Development Experience, Himalaya Publishing House, Mumbai.
5. Naurojee D., (1962), Poverty and Un-British Rule in India, Low Price Publication, Delhi.
6. Jalan B., the Indian Economy – Problems and Prospects, Viking, New Delhi.
7. Dutt R., (Ed.), (2001), Second Generation Economic reforms in Indian, Deep and Deep Publications, New Delhi.
8. India 2018, Publication Division, Ministry of Information and Broadcasting, G.O.I., New Delhi.
9. Handbook of Statistics on Indian Economy. (Various issues)
10. Economic Survey of India. (2017-18)
11. Economic Survey of Maharashtra. (2017-18)
12. World Development Report.
13. रायखेलकर-दामजी (२००३), भारतीयअर्थव्यवस्था, विद्याबुक्सपुब्लिशर्स, औरंगाबाद
14. पारवेकर, रावसाहेब (२००४) भारतीयअर्थव्यवस्थेच्याविकासविषयकसमस्या, मीनाप्रकाशन, देवगड
15. भोसले-काटे (२००५), भारतीयअर्थव्यवस्था, फडकेप्रकाशन, कोल्हापूर
16. दास्ताने, संतोष (२००६), महाराष्ट्र, दास्तानेरामचंद्रआणिकंपनी, पुणे
17. भोसले-काटे-दामजी (२०१४), भारतीयअर्थव्यवस्था, फडकेप्रकाशन, कोल्हापूर
18. दामजी-कदम-पाटील-चव्हाण (2020), भारतीयअर्थव्यवस्था, फडकेप्रकाशन, कोल्हापूर



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

First Year B.A.(Economics) Semester-II

Vertical : GE/OE

Course Code: G03-GE-OE-202

Course Name: Economics-GE/OE-II Introduction To Economics-II

***Teaching Scheme**

Lectures:c02 Hours/week,Credits -02

***Examination Scheme**

UA:30 Marks

CA:20 Marks

PREAMBLE:

This paper of Indian Economy enables students to understand various sectors of Indian economies. This paper deals with problems like over population, poverty, unemployment and rising prices in Indian economy. An attempt is made to acquaint the students with causes and measures of major economic problems of Indian economy.

COURSE OBJECTIVES:

The objective of this course is.....

1. To introduce the Indian Economy to the students.
2. To make familiar the students different problems prevailing in our economy such as over population, poverty and unemployment.
3. The students can aware about the today's most important issues of rising prices.

COURSE OUTCOMES:

The students will be able to....

1. Know the Problem of Over Population in Economy.
2. Know the Problem of Poverty and Unemployment
3. Know the Problem of Rising prices in Economy.

Semester- II

Unit I - Introduction	No. of lectures-15	Weightage:09 to 18 Marks
Unit contents: 1.1 Characteristics of Indian Economy since independence 1.2 Broad Features of Indian Population 1.3 Problem of over population – causes and measures 1.4 Population Policy-2000		
Unit II - Problem of Poverty, Unemployment and Rising Prices	No. of lectures-15	Weightage: 09 to 18 Marks
Unit contents: 2.1 Poverty: Concept, Causes and Measures 2.2 Unemployment: Concept, Causes and Measures 2.3 Causes of Rising Prices 2.4 Effects of Rising Prices and Measures.		
<ul style="list-style-type: none">• Above Unit Weightage is given for 60% marks of UA assessment only.		
<ul style="list-style-type: none">• College Level Assessment (CA) Activities: Home Assignments / Unit Test/ Seminar/ Field Visit		

List of Reference Books:

1. Dutt R. and K.P.M. Sundaram, (2018), Indian Economy's. Chand and Co.Ltd., New Delhi.
2. Dhingra L.C., The Indian Economy – Environment and Policy, Sultan Chand and Sons, New Delhi.
3. Dutt R.C., The Economic History of India Under Early British rule, Low Price publications, Delhi.
4. Mishra S.K. and V.K. Puri, Indian Economy – It's Development Experience, Himalaya Publishing House, Mumbai.
5. Naurojee D., (1962), Poverty and Un-British Rule in India, Low Price Publication, Delhi.
6. Jalan B., the Indian Economy – Problems and Prospects, Viking, New Delhi.
7. Dutt R., (Ed.), (2001), Second Generation Economic reforms in Indian, Deep and Deep Publications, New Delhi.
8. India 2018, Publication Division, Ministry of Information and Broadcasting, G.O.I., New Delhi.
9. Handbook of Statistics on Indian Economy. (Various issues)
10. Economic Survey of India. (2017-18)
11. Economic Survey of Maharashtra. (2017-18)
12. World Development Report.
13. रायखेलकर-दामजी (२००३), भारतीय अर्थव्यवस्था, विद्या बुक्सपुब्लिशर्स, औरंगाबाद
14. पारवेकर, रावसाहेब (२००४) भारतीय अर्थव्यवस्थेच्या विकासविषयक समस्या, मीना प्रकाशन, देवगड
15. भोसले-काटे (२००५), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
16. दास्ताने, संतोष (२००६), महाराष्ट्र, दास्ताने रामचंद्र आणि कंपनी, पुणे
17. भोसले-काटे-दामजी (२०१४), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
18. डॉ. दामजी-डॉ. कदम-डॉ. पाटील-डॉ. चव्हाण (2020), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

First Year B.A.(Economics) Semester-II

Vertical : SEC

Course Code: G03-SEC-202

Course Name: Economics -SEC-II Economics Of Marketing-II

*Teaching Scheme

Lectures:02 Hours/week, Credits -02

*Examination Scheme

UA:30 Marks

CA:20 Marks

PREAMBLE

Students explore the seven core functions of marketing. Students will utilize knowledge in hands-on projects which may include: conducting research, creating a promotional plan, pitching a sales presentation, interviewing, and introducing an idea for a new product/service. Economics focuses on the study of economic problems and the methods by which societies solve them. Characteristics of the market economy of the United States and its function in the world and methods of applying economics to one's life will all be explored.

COURSE OBJECTIVES:

The objectives of the course are...

1. To provide basic knowledge of meaning and concepts and role of consumer behavior.
2. To facilitate the students to acquire knowledge of factors affecting consumer behavior and consumer protection act 1986.
3. To enhance the students' knowledge of e-business and tele marketing.
4. To make aware the students about mobile and virtual marketing.

COURSE OUTCOMES:

After completion of this course, learners will be able to:

1. Know the meaning and concepts and role of consumer behavior.
2. Recognize and recall the knowledge of factors affecting consumer behavior and consumer protection act 1986.
3. Enhance the students' knowledge of e-business and tele marketing.
4. Aware the students about mobile and virtual marketing.

Semester- II

Unit -I Consumer Behavior	No. of lectures-15	Weightage:09 to 18 Marks
Unit content: 1.1 Meaning and Definitions of Consumer Behavior 1.2 Role of Consumer Behavior 1.3 Factors Affecting on Consumer Behavior 1.4 Consumer Protection Act 1986		
Unit -II Recent Trends in Marketing	No. of lectures-15	Weightage: 09 to 18 Marks
Unit content: 2.1 E-Business- Meaning, Merits and Demerits 2.2 Tele Marketing- Meaning and Features 2.3 Mobile Marketing- Meaning and Nature 2.4 Virtual Marketing- Meaning and Importance		
<ul style="list-style-type: none">• Above Unit Weightage is given for 60% marks of UA assessment only.		
<ul style="list-style-type: none">• College Level Assessment (CA) Activities: Home Assignments / Unit Test / Seminar / Field Visit		

List of Reference books

01. Philip Kotler: - Marketing Management Englewood cliffs Prentice Hall, N. J. New Delhi.
02. William M. Pride &:- Marketing & O.C. Ferrel Houghton Mifflin Boston.
03. Markchannd& B.: - An Introduction to Marketing VardharajanVikas Publishing House, S. Ansari Road, New Delhi.
04. Mohammad Amanatnallh: - Principles of Modern Marketing Kalyani Publications – New Delhi.
05. Dr. C. N. Sontakki: - Marketing Management Kalyani Publications – New Delhi.
06. Rustom S. Davan: - Modern Marketing Management.
07. S. A. Sherlekar: - Marketing Management Himalayan Publishing House.

Punyshlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

Evaluation Pattern (04 Credits Paper)

Nature of Assessment	Total Marks	Passing Marks
CA*	40	16
UA	60	24

Evaluation Pattern (2 Credits Paper)

Nature of Assessment	Total Marks	Passing Marks
CA*	20	08
UA	30	12

*- Home Assignment/Unit Test/Oral Test/ Seminar/Field work/ Study tour report /Case study etc. Choice of subject teacher.

Nature of Question Paper - 04 Credits Paper

Time: 2.30 hours

Marks: 60

Instructions:

1)

2)

Question 1. Choose the correct alternative.

12

1) A) B) C) D)

2) A) B) C) D)

3) A) B) C) D)

4) A) B) C) D)

5) A) B) C) D)

6) A) B) C) D)

7) A) B) C) D)

8) A) B) C) D)

9) A) B) C) D)

10) A) B) C) D)

11) A) B) C) D)

12) A) B) C) D)

Question 2. Write Short answers. (Any four)

12

1)

2)

3)

4)

5)

6)

Question 3. Write Short Answers /Short notes (Any two)

12

1)

2)

3)

4)

Question 4. Write the detail answer (Broad answer type question) (Any one)

12

1)

2)

Question 5. Write the detail answer (Broad answer type question)

12

1)

Nature of Question Paper – 02 Credits Paper

Time: 1:30 hours

Marks: 30

Instructions: 1)

2)

Question 1. Choose the correct alternative.

06

1) A) B) C) D)

2) A) B) C) D)

3) A) B) C) D)

4) A) B) C) D)

5) A) B) C) D)

6) A) B) C) D)

Question 2. Write Short answers. (Any two)

06

1)

2)

3)

4)

Question 3. Write Short Answers /Short note.

06

1)

Question 4. Write the detail answer (Broad answer type question) (Any one)

12

1)

2)

Syllabus/Paper Equivalence

Old Syllabus	New Syllabus (NEP 2020)
Sem I : Indian Economy I	Sem I : Indian Economy I
Sem II : Indian Economy II	Sem II : Indian Economy II