

**SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE**  
**(AUTONOMOUS)**



**Syllabus of Introduction to Economics under NEP 2020 for Bachelor of Arts in Mass Media and Communication (BAMMC) as Open Elective (2 credits) Sem II**

**Department of Economics**

**Head of the Department: Ms. Samiksha Jadhav**

**Date of approval by the BoS in Economics: 23/04/2024**

**Approved by the Academic Council on: 29/04/2024**

**Ratified by the Governing Body on: 06/05/2024**



<b>Programme: Bachelor of Arts in Mass Media and Communication (BAMMC)</b>				<b>Semester: II</b>	
<b>Course: Introduction to Economics</b> <b>Academic Year: 2024-2025      Batch: 2024-2027</b>				<b>Code: UGBAMMCIIOE224</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lectures</b>	<b>Practical</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks

<b>Particulars</b>	<b>%</b>
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40
Class test, Quiz/presentation/Viva-Voce (OR)	10+05+05=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+05+05=20 Marks

<b>Learning Objectives :</b>	1) To develop understanding of basic concepts of Microeconomics. 2) To develop understanding of basic concepts of Macroeconomics.
<b>Learning Outcomes :</b>	1) At the end of this course the learner will be able to understand basic concepts of microeconomic and macroeconomics. 2) At the end of this course learner will be able to apply concepts of elasticity to real world problems and evaluate the measures of national income.
<b>Pedagogy:</b>	<b>Classroom learning, Problem solving, Case studies, Assignment and Projects.</b>

**Each lecture session would be of one hour duration (30 sessions).**

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	<b>Introduction to Microeconomic</b> – Meaning, Scope and Importance of Microeconomics, Demand and Supply Analysis: Law of Demand & Law of Supply, Equilibrium of Demand and Supply, Determination of Equilibrium, Elasticity of Demand, Types and Methods of measurement of elasticity. (Numerical Examples)	Classroom Learning, Problem Solving	15 Lectures
II	<b>Introduction to Macroeconomics:</b> Meaning, Scope and Importance of Macro Economics; Concepts of National Income: GNP, NNP, NDP, Per Capita Income, Personal Income and Disposal Income (numerical examples); Methods and Difficulties in Measurement of National Income; Circular Flow of National Income: Closed Economy (Two and Three Sector) and Open Economy Models (Four Sector Model)	Classroom Learning, Case Studies	15 Lectures

## REFERENCE BOOKS

1. H.L Ahuja, Principles of Microeconomics, 22e, S Chand Publication.
2. Paul A. Samuelson and William D. Nordhaus, Microeconomics, McGraw Hill Education, 19th edition
3. Gregory Mankiw, Principles of Economics, South-Western College Publishing; 7th edition December 2013
4. Jeffery M Perloff, Microeconomics 7th edition Pearson education 2019
5. Robert Pindyck & Daniel Rubinfeld Microeconomics 8th edition, Pearson education
6. Ahuja H.L: “Macroeconomics: Theory and Policy”, S. Chand Company Ltd. New Delhi
7. McConnell & Brue: “Macroeconomic”, McGraw-Hill Education Private Ltd. New Delhi
8. Dornbusch & Fischer: ‘Macroeconomics’ McGraw Hill Education, New Delhi.
9. R. Glenn Hubbard & O’Brien: ‘Macroeconomics’, Pearson Education, New Delhi.
10. D N Dwivedi: ‘Managerial Economics’ Vikas Publishing House.

**QUESTION PAPER PATTERN (2 credits course)**

**EXTERNAL EXAM PAPER PATTERN (30 MARKS) to be implemented under NEP 2020 from Academic Year 2024 -25**

Q.1. Any 2 questions out of 3 on Module 1 (15 marks)

Q.2. Any 2 questions out of 3 on Module 2 (15 marks)

**Rubrics for Evaluation of Internal Continuous Assessment (20 marks)  
to be implemented under NEP 2020 from Academic Year 2024 -25**

Sr No.	Examination Method	Marks	Marking Scheme	Criteria
1	Class Test	10	As per the student's score	MCQ, Short Answers, Diagrams
2	Assignment/ Project	05	Subject knowledge – 05 marks, Content – 03 marks, Presentation-02 marks	Topic will be given by faculty
3	Presentation	05	Subject knowledge- 03 marks, Presentation skills - 02 marks	Poster Presentation, PPT