

**B.A. HONOURS BUSINESS ECONOMICS**  
**Academic Session 2020-21**

LAKSHMIBAI COLLEGE  
UNIVERSITY OF DELHI

# **Concept of the course**

Business Economics is essentially an application based interdisciplinary approach to tackling business problems. The academic orientation of the course has been designed to create a strong orientation towards seamless applicability of economics and related tools in the various functions of a business enterprise. The course equips students with tools and principles relating to subjects such as Statistics, Finance, Marketing, Economics, Econometrics with relevant software to keep abreast with the changing economic scenario and globalisation of business.

## Cont...

In addition, the curriculum design includes discipline specific papers like Environmental Economics which cherishes the need of the hour to protect the ecology and biodiversity to achieve sustainable growth while achieving business objectives. The course is an attempt to develop capabilities in students to take effective decisions as managers of business organisations operating in the rapidly changing global economic environment. It is an amalgamation of foundation and application papers in Business and Economics.

# **Choice Based Credit System (CBCS)**

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The course will be evaluated on the basis of Cumulative Grade Point Average (CGPA). This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students.

# **Learning Outcomes Based Curriculum Framework (LOCF)**

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

# COURSE STRUCTURE

## Sem-1

CORE/AECC/GE	PAPER NAME	Total Marks per paper(Internal+External)	Lecture+Tutorial/Practical in a week(Per Paper)	Broad Topics covered in each core Paper. (GE 1, GE 2, GE 3 and GE 4 papers are Interdisciplinary, for Maths, Eco, Eng and Commerce students)
Ability Enhancement Compulsory Course (AECC) 1	Business Communication (Language: English/ MIL)	50 (25+25)	4	Deptt of English/Hindi
CORE 1	Microeconomics and Applications 1	100 (75+25)	5+4	Basic concepts of micro economics,consumer choice, Production, Cost, Forms of market structure.
CORE 2	Accounting for Managers	100 (75+25)	5+4	Introduction to accounting,financial accounting,cost and management, Planning and control.
Generic Elective (GE) 1	Digital Marketing	100 (75+25)	5+4	Interdisciplinary

## COURSE STRUCTURE

### Sem-C2

CORE/AECC/GE	PAPER NAME	Total Marks per paper(Internal+External)	Lecture+Tutorial/Practical in a week(Per Paper)	Broad Topics covered in each core Paper. (GE 1, GE 2, GE 3 and GE 4 papers are Interdisciplinary, for Maths, Eco, Eng. and Commerce students)
Ability Enhancement Compulsory Course (AECC) 2	Environmental Studies	50 (25+25)	2+2	Deptt of EVS
CORE 3	Microeconomics and Applications II	100 (25+75)	5+4	Oligopoly and game theory, factor markets, general Equilibrium, welfare, market failure
CORE 4	Mathematics for Business Economics	100 (25+75)	5+4	Single variable optimization, Linear Algebra, real variables functions, multi variable optimization
Generic Elective (GE) 2	Contemporary Issues in Indian Economy	100 (25+75)	5+4	Interdisciplinary

COURSE STRUCTURE

Sem-3

CORE/GE/SEC	PAPER NAME	Total Marks per paper(Internal+External)	Lecture+Tutorial/Practical in a week(Per Paper)	Broad Topics covered in each core Paper. (GE 1, GE 2, GE 3 and GE 4 papers are Interdisciplinary, for M Eco, Eng. and Commerce students)
Core 5	Macroeconomics and Applications-1	100 (25+75)	5+4	Basic macroeconomics concepts,Keynesian theory of Income determination,AS and AD, Inflation and Unemployment and the Philips Curve
Core 6	Statistics for Business Economics	100 (25+75)	5+4	Understanding data, Probability theory, sampling, Hypothesis testing, ANOVA, Index Numbers
Core 7	Corporate Finance	100 (25+75)	5+4	Investment decision, Cost of Capital,Financing Decision,short term Investment decision
Generic Elective (GE) 3	From the list of Generic elective (Offered by the college)	100 (25+75)	5+4	Interdisciplinary
Skill Enhancement Course (SEC) 1	from the list of Skill enhancement	50 (25+25)	2+2	



## COURSE STRUCTURE

### Sem-4

CORE/GE/SEC	PAPER NAME	Total Marks per paper(Internal+External)	Lecture+Tutorial/Practical in a week(Per Paper)	Broad Topics covered in each core Paper. (GE 1, GE 2, GE 3 and GE 4 papers are Interdisciplinary, for Maths, Eco, Eng. and Commerce students)
CORE 8	Macroeconomics and Applications-II	100 (25+75)	5+4	Consumption and Investment, Open Economy, Economic Growth, Monetary and Fiscal Policy
CORE 9	Basic Econometrics	100 (25+75)	5+4	Classical Linear Regression Model, Multiple Regression Model, Dummy variable, relaxing the assumption
CORE 10	Marketing Management	100 (25+75)	5+4	Marketing and segmentation, Product, pricing, distribution,Promotion , Marketing Environment
Generic Elective (GE) 4	From the list of Generic elective (Offered by the college)	100 (25+75)	5+4	Interdisciplinary
Skill Enhancement Course (SEC) 2	from the list of Skill enhancement course (Offered by the college)	50 (25+25)	2+2	Choice based

## COURSE STRUCTURE

### Sem-5

CORE/DSE	PAPER NAME	Total Marks per paper(Internal+External)	Lecture+Tutorial/Practical in a week(Per Paper)	Broad Topics covered in each core Paper
CORE 11	Quantitative Techniques for Management	100 (25+75)	5+4	Operations research and linear programming, Inventory control models, Decision Theory, Network analysis,waiting lines.
CORE 12	Organization Behaviour	100 (25+75)	5+4	Concept of Organization behaviour, Individual behaviour learning, Group behaviour, Organizational culture, Organizational change
DSE (Discipline specific elective) I	From the list of DSE (Offered by the college)	100 (25+75)	5+4	Choice based
DSE (Discipline specific elective) II	From the list of DSE (Offered by the college)	100 (25+75)	5+4	Choice based

## COURSE STRUCTURE

### Sem-6

CORE/DSE	PAPER NAME	Total Marks per paper(Internal+External)	Lecture+Tutorial/Practical in a week(Per Paper)	Broad Topics covered in each core Paper
CORE 13	International Economics	100 (25+75)	5+4	International trade theory, Modern theory of International trade, International trade policy, Balance of Payment, WTO
CORE 14	Legal Aspects of Business	100 (25+75)	5+4	Indian contract Act 1872, The sale of goods Act 1930, Companies Act 2013, Consumer Protection Act 1986, Competition Act 2002, Intellectual Property Rights Patents Act 1970
DSE (Discipline specific elective) III	From the list of DSE (Offered by the college)	100 (25+75)	5+4	Choice based
DSE (Discipline specific elective) IV	From the list of DSE (Offered by the college)	100 (25+75)	5+4	Choice based

# Scope of B.A. Hons. Business Economics

The new curriculum of B.A. (Honours) Business Economics offers theoretical and analytical skills to the students so that they can analyse and interpret data for effective decision making in the corporate world or be able to pursue higher studies at the Master's level in Business Economics, Economics and Management. In the rapidly changing globalised market scenario, the need was felt to equip students with the capability to handle consumer, economic , financial and big data using modeling and other techniques to understand the dynamic of economics and the business world.

# Course Completion Accomplishments and outcomes

The course being a blend of management, quantitative skills and economics disciplines, students graduating from this programme are expected to possess both subject specific and generic skills.

Recognise the importance of key theories and practices in the broad areas of business and economics.

Analyze & synthesize information as well as data across disciplines/functions in order to evaluate business opportunities from local, global and economic perspectives to make sound business decisions.

Core competencies such as (i) communication skills required to articulate thoughts and ideas effectively using oral and written skills. (ii) to present information and explanations using appropriate software (iii) ethical integrity

Demonstrate computational skills and data modelling skills required in handling economic and business related problems.

**Career options -In Academics; teaching, Research, Policy formulations, In corporates; finance, sales, marketing, management, Banking sector.**

## “IMPETUS”: Society of Business Economics

- The BBE students have always been active and vocal about their opinions and take part in many co curricular activities.
- The business economics students also show promising work in various societies of the college. A lot of students have been core members of the extremely active placement cell of our college. They have been a significant part and have contributed to their utmost potential.



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**THE BUSINESS ECONOMICS SOCIETY  
IMPETUS**

INVITES YOU TO A TALK ON

**CAREERS IN MARKETING,  
ADVERTISING &  
MANAGEMENT**



**IMPETUS- The Business Economics Society**  
**Lakshmibai College, University of Delhi**



*Presents*

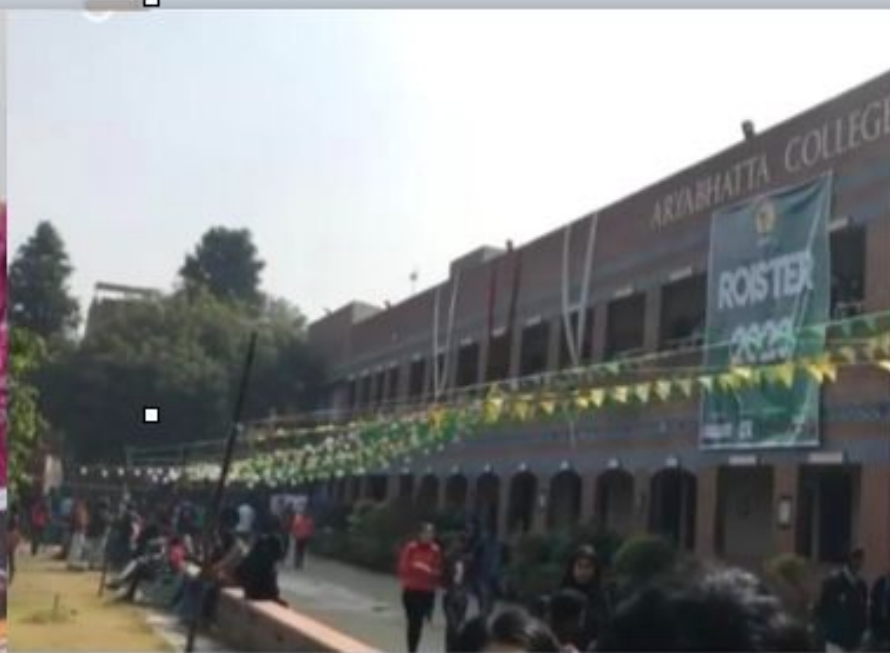
# **MICROSOFT WORKSHOP ON DATA SCIENCE**

*Data are becoming the new raw material of business.*  
*- Craig Mundie*



## ACROSS THE COLLEGE

- Students of BBE of Lakshmibai college took part in various activities such as kho-kho, basketball, leg cricket, badminton, carom, chess etc in ‘Roisters” a 4 days sports event held at Aryabhata College of the Delhi university from 16th to 19th January 2020, which was organised by the Business Economics Department of the college.
- The whole experience helped the students come together as a team and add glories to the college. The team showed utmost enthusiasm and agility and bagged **fourth place in the competition** , winning **one gold, two silvers and a bronze medal** in their respective sports. The students thoroughly enjoyed the event.



# Industrial Field Trip

- Every year the department organises field trips for the students. These trips help students to learn through authentic experience and can be an interesting way to explore new things for both the learners and teachers.
- Last year the trip was to Dharamshala. First day was full of fun which included visit to the famous Tea Garden followed by a splendid DJ night. It also included Triund Trek which taught the students patience and made them connect with nature on another level. After seeing the heavenly environment at 1975ft above the sea level, they enjoyed the warmth of bonfire. On the last day they visited places like the War Memorial and The Cricket Stadium. At night the team took a train back to Delhi with memories that made it a trip to remember.

