



# Yogoda Satsanga Mahavidyalaya

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: [ysmranchi4@gmail.com](mailto:ysmranchi4@gmail.com)

(NAAC Accredited, Grade: B++, CGPA: 2.89)

---

## COURSE PLAN

**NAME OF THE DEPARTMENT: COMMERCE**

**NAME OF THE FACULTY: Prof. Simran Kaur**

**ACADEMIC SESSION: 2023-24**

**YEAR: 2024**

**PROGRAMME: M.Com**

**SEMESTER: I**

**COURSE TYPE: Major**

**COURSE: Managerial Economics**

**COURSE CODE: CCCOM102**

**TOTAL CREDIT: 5 credits**

### **PROGRAMME OUTCOME (POs)**

**Upon completion of the program, students will be proficient in:**

1. Developing the ability to analyze complex business scenarios, applying advanced analytical tools and techniques to generate insightful solutions to real-world challenges in commerce.
2. Synthesizing specialized knowledge and skills acquired in Finance, Human Resource Management, or Marketing to formulate comprehensive strategies and plans tailored to specific business contexts.



# Yogoda Satsanga Mahavidyalaya

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: [ysmranchi4@gmail.com](mailto:ysmranchi4@gmail.com)

**(NAAC Accredited, Grade: B++, CGPA: 2.89)**

- 
3. Applying theoretical concepts and practical skills to solve business problems, make informed decisions, and implement effective strategies in diverse organizational settings.
  4. Demonstrating effective communication skills by articulating complex ideas, presenting analyses, and conveying recommendations clearly and persuasively to various stakeholders.
  5. Cultivating leadership qualities and demonstrating the ability to lead teams, inspire collaboration, and foster innovation in pursuit of organizational goals.
  6. Applying ethical principles and moral reasoning to navigate complex business dilemmas, uphold integrity, and promote corporate social responsibility.
  7. Conducting independent research using appropriate methodologies, analyzing data, and drawing meaningful conclusions to contribute to the advancement of knowledge in commerce.
  8. Developing a global mindset by examining international business practices, understanding cultural diversity, and identifying opportunities in the global marketplace.
  9. Fostering creativity and innovation through entrepreneurship development, and demonstrating the ability to identify, evaluate, and capitalize on business opportunities.
  10. Adapting to changing business environments, embracing lifelong learning, and continuously upgrading skills and knowledge to remain competitive in the dynamic field of commerce.

## **PROGRAMME SPECIFIC OUTCOME (PSO)**

The students will be able to:

1. Demonstrate advanced proficiency in financial management, including the ability to analyze financial statements, assess investment opportunities, and formulate strategic financial plans to maximize organizational performance.
2. Apply principles of human resource management strategically to attract, develop, motivate, and retain talent, contributing to organizational effectiveness and employee engagement.
3. Utilize market research techniques, consumer behavior insights, and strategic marketing concepts to develop innovative marketing strategies that meet customer needs, enhance brand equity, and drive business growth.
4. Understand the principles of corporate governance, compliance requirements, and ethical standards, and demonstrate the ability to implement effective governance practices to ensure transparency, accountability, and sustainability in business operations.



# Yogoda Satsanga Mahavidyalaya

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: [ysmranchi4@gmail.com](mailto:ysmranchi4@gmail.com)

(NAAC Accredited, Grade: B++, CGPA: 2.89)

## COURSE OUTCOMES (COs)

1. Analyze consumer behavior using both cardinal and ordinal approaches and apply the theory of attributes to understand demand functions.
2. Determine production equilibrium by analyzing the law of variable proportions, returns to scale, and the concept of productivity and technology.
3. Classify costs, analyze short-run and long-run cost functions, and understand the relationship between returns to scale and returns to a factor.
4. Evaluate price determination under different market conditions such as perfect competition, monopolistic competition, and oligopoly.
5. Understand modern aggregate demand functions and analyze demand management techniques.
6. Analyze the components of an open economy, including exchange rates, trade balances, and macroeconomic movements.

## CORRELATION BETWEEN POs AND COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	-	-	1	-	2	-	1	-	-	-	-
CO2	3	2	3	-	-	1	-	2	-	1	2	-	-	-
CO3	3	2	3	-	-	1	-	2	-	1	-	-	-	-
CO4	3	2	3	-	-	1	-	2	-	1	-	-	-	-
CO5	3	2	3	-	-	1	-	2	-	1	-	-	-	2
CO6	3	2	3	-	-	1	-	2	-	1	-	-	-	-

## COURSE TEACHING AND LEARNING ACTIVITIES

### PEDAGOGY

- Whiteboard
- Flipped Classroom
- Group Learning
- Technology-based Learning
- Case Study Method



# Yogoda Satsanga Mahavidyalaya

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: [ysmranchi4@gmail.com](mailto:ysmranchi4@gmail.com)

(NAAC Accredited, Grade: B++, CGPA: 2.89)

## COURSE COMPLETION PLAN

Unit	No. of Lectures	Discussion	Quiz	Case Studies
1	15	1	1	1
2	15	1	1	1
3	10	1	1	1
4	10	1	1	1
5	10	1	1	1
Total	60	5	5	5

## COURSE OUTCOME ASSESSMENT PLAN

### A. DIRECT ASSESSMENT

COURSE OUTCOME	QUIZ	TEST	MID SEMESTER	TERM EXAM	REMARKS
CO1	1	1	1	1	
CO2	1	1	1	1	
CO3	1	1	1	1	
CO4	1	1	1	1	
CO5	1	1	1	1	
CO6	1	1	1	1	



# Yogoda Satsanga Mahavidyalaya

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: [ysmranchi4@gmail.com](mailto:ysmranchi4@gmail.com)

(NAAC Accredited, Grade: B++, CGPA: 2.89)

---

## B. INDIRECT ASSESSMENT (STUDENT SURVEY)

S. No	Course Outcome	1 (Average)	2 (Good)	3 (Very Good)
1	CO1			
2	CO2			
3	CO3			
4	CO4			
5	CO5			
6	CO6			

### Suggested Readings:

#### 1) BOOKS

- a) Koutsiyannis, A., Modern Microeconomics, McMillan Press Ltd.
- b) Varian, Micro Economic Analysis, Norton.
- c) Pindyck Robert S., Daniel L. Rubinfeld and Prem L. Mehta, Micro Economics, Pearson Education Asia, New Delhi.
- d) Branson William H., Macro Economic Theory and Policy, First East – West Press.
- e) Dornbusch R. And S. Fischer, Macro Economics, Tata McGraw Hill
- f) Oliver Blanchard, Micro Economics, Pearson Education, LPE
- g) Mankiw N. Gregory, Macro Economics, McMillan Press Ltd.

#### 2) E-RESOURCES: Provided to students in their WhatsApp Group