GUJARAT UNIVERSITY
F.Y. B.Com. Economics
New Syllabus Economic-Paper I (Business Economics)
(Effective from : June 2003)

1. **Introduction :** Definition of Economics-Marshal and Robins-Basic Problem of Economics Basic Concepts-utility, consumption, production, wealth and capital, Value and Price, Production function.
2. **Law of demand :** Increase and decease in demand-Extension and Contraction of demand.
   Law of supply, Increase and decrease in supply-Working of price mechanism.
3. **Elasticity of demand :** Concept and measurement of elasticity of demand.
   (a) Price elasticity (b) Income elasticity (c) Cross elasticity
   Determinants of elasticity of demand. Importance of elasticity of demand.
4. **Theory of Production :** Returns to scale and Returns to Factor Proportions :
   Theory of costs and revenue -Short run and long run cost curves. Relation between AC and MC, AR and MR, its relation with elasticity.
5. **Market Structures :**
   (a) **Perfect Competition :** Characteristics, Profit maximization and equilibrium of firm and industry, Short run and long run.
   (b) **Monopoly :** Average revenue curve and marginal revenue curve under monopoly. Price determination under Monopoly comparision between perfect competition and monopoly. Price discrimination : conditions for possibility & profitability.
   (c) **Monopolistic Competition :** Meaning and characteristics: Price and output determination under monopolostic competition.
   Excess capacity under monobolistic competition.
   (d) Concept of duopoly and oligopoly, characteristics of oligopoly, Kinked demand curve.
6. (i) Factor pricing-I Marginal productivity theory of distribution and demand for factors.
   (ii) Factor Pricing-II
   Rent   : Concept of rent. Modern theory of rent, Quasirent.
   Wages : Determination of wage rate under perfect competition. Effect of minimum wages.
   Profit   : Risk and uncerticinity theory of profit.

SUBSIDIARY - PAPER I : INDIAN-ECONOMY & BUSINESS ENVIRONMENT
(Effective from June 2003)

The purpose of the course is to introduce the Indian Economy to the students

I   Characteristics of Indian economy low percapita Income-Literacy rate-Drinking water facilities—Dual Economy.
II   Importance of Agricultural Sector in India.
III   (i) Production & Productivity in Agricure.
       (ii) Irrigation facilities.
       (iii) Agricultural marketing.
IV   Industrial Sectors in India. Cottage and small scale industries-importance-their problems.
V   Environmental issues of large scale industries.
VI   Progress of Nationalised Bank in India-their problems.
VII   Population Growth in India-Effects of population growth in India.
VIII   Unemplayment in India-its nature & types-causes of unemployment - Remedies.
IX   Importance of planning in India. Achivments and failures of planning in India.
X   9th five year plan.

F.Y. B.Com.
E. Commerce (Subsidiary Subject)
Combination-IV (E-Commerce) :
(Effective from June 2003)

B.C. 3.64 Internet and World Wide Web :

Objective :

This course airms at familiarizing the students with the basic concepts and ground rules of Internet and the various services it offers, including designing a website, security of data/information on the Internet, and how to access information from depositories in the World Wide web.

Course inputs :

Unit I : The mechanism of the Internet : Distributed computing; Client-server computing; Internet Protocol suite; Protocol Stack; Open System Interconnection Reference Model (OSIRM) based on the International Organization for Standardization (ISO) (Application layer, presentation layer session, Layer; transport layer network layer, data link layer, and physcial layer); TCP/IP protocal suite model; Mechanism of transmitting the message across the network and function of each layer; Processing of data at the destination; Mechanism to log onto the Mechanism of sending and receiving email.

Unit II : Internet Enabled Services; Electronic mall (E-mail); Usenet & newsgroup; File transfer protocal (FTP); Telnet; Finger; Internet chat (IRC); Frequently asked questions (FAQ); The World Wide Web Consortium (W3C); — origin and evolution; Standardizing the Web; W3C members; W3C recommendations; Browsing and searching; Browsing and information retrieval; Exploring the World Wide Web; Architecture of World Wide Web; Hyperlink; Hypertext Markup Language (HTML); Hypertext Transfer Protocol (HTTP); Address - URL.

Unit III : Designing Web Site/Web Page : WW operations, Web standards, HTML - concept and version; Naming scheme for HTML documents; HTML editor; Explantion of the structure of the homepage; Elements in HTML documents; XHTML, CSS, Extensible Stylesheet Language (SXL); Tips for designing web pages.

Unit IV : Security of Data/Information; Security; Network security; PINA factor privacy; integrity, non-repudiation, authentication; SSL; Encryption; Digital signature; Digital certificate; Server security; Firewall; Password; Biometrics; Payment security; Virus protection; Hacking.

Unit V : Web Browsing : Browsers; basic function of web browsers; browsers with advanced facility; Internet explorer; Netscape navigator; Netscape Communicator.

Unit VI : Search Engine/ Directories : Directory; General features of the search engines; Approaches to website selection; Major search engines; Specialized search engines; Popular search engines/directories; Guidelines for effective searching; A general approach to searching.

Suggested Readings :

1. Agarwala Kamlesh. N. and Agarwala Deeksha; Bridge to the Online Storefront; Macmillan India New Delhi.
2. Agarwala Kamlesh. N. and Agarwala Deeksha; Fatal Clik : What to when viruses size your computer; Macmillan India New Delhi.
3. Phillips Lee Anne : Practical HTML 4; Prentice Hall New Delhi.
4. Douglas E. Comer : The Internet Book; Prentice Hall New Delhi.
5. Minoli Daniel, Minoli Emma : Commerce Technology Handbook; Tata McGraw Hill New Delhi.
6. Minoli Daniel : Internet & Intranet Engineering; Tata McGraw Hill New Delhi.
7. Deitel Harvey M. and Deitel Paul J. and Neito T. R. Complete Internet and World Wide Web Programming Training Course; Prentice Hall New Delhi.

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