

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/

OPEN ELECTIVE COURSES - 4

BBA(Digital Marketing) Semester II

UGOE202: Macro-Economics

Course objective: - The course aims to enhance students' comprehension of macroeconomic concepts, including labor market, money market, and foreign exchange effects, and covers contemporary macroeconomic analysis techniques.

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Syllabus & Detailed Contents

Unit	Content	Hours/ Weightage
Unit 1:	Introduction: Concepts and variables of macroeconomics, Income, Expenditure and the circular flow (three sector economy); Components of expenditure; Consumption, Saving and investment and S-I approach; Multiplier (three sector) and numerical. Meaning, Objectives and instruments of fiscal and monetary policy	10/25%
Unit 2:	AD-AS approach: Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short-run and long-run, Aggregate demand - Aggregate supply analysis; Economy in the short run: IS- LM framework and numerical; Demand for money: Quantity Theory of Money (Fisher's Transactions approach), Keynesian theory of demand for money, Baumol-Tobin Transaction approach, Tobin's Portfolio Balance approach; Supply of money: Measures of money supply by RBI, Money multiplier.	12/25%
Unit 3:	Inflation: Causes and effects, Demand pull and cost push inflation; Measures to control inflation; Social costs of inflation; Unemployment: Natural rate of unemployment, Frictional and wait unemployment, Phillips curve, Trade-off between inflation and unemployment, Sacrifice ratio.	11/25%
Unit 4:	Contemporary Issues of Business Organizations Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing, and E-commerce; Government and business interface; Sustainability; Digitalization and Technological innovations.	12/25%

Course Learning Outcomes (CLO)

On the completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain macroeconomics, including its nature, scope, components, and drivers. Also include income and expenditure.	2
CO2	Applying	Use the IS-LM framework to comprehend the short- and long-term effects of fiscal and monetary policy.	3
CO3	Understanding	Describe the many ideas on the workings of the money multiplier, the supply of money approach, and the demand for money.	2
CO4	Evaluating	Examine the origins, impacts, and trade-offs between unemployment and inflation for various forms of inflation.	5
CO5	Understanding	Explain how commerce, currency rates, and interest rates are affected by saving and investing in various sized economies.	2

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SUGGESTED READINGS

Text Books

1. Ahuja, H.L. Macroeconomics: Theory and Policy. S. Chand Publications.
2. Agarwal, V. Macroeconomics: Theory and Policy. Pearson Publications.
3. Dwivedi, D.N. Macroeconomics: Theory and Policy. McGraw Hill Publications.

Reference Books

1. Blanchard, O. Macroeconomics. Global edition Pearson education.
2. Branson, W. H. Macroeconomic Theory and Policy. East West Book Pvt. Ltd.
3. Deepashree. Macro Economics. Scholar, Tech Press, New Delhi.

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