

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities
Board of Studies in Economics

COURSE STRUCTURE AS PER NEP 2020 (wef. June, 2024)

B.A. I, Semester I & II (Level 4.5)

Category	Title of the Paper	Paper No.	Credits
Semester I			
DSC - I	INDIAN ECONOMY-I	DSC-I	04
GE - I	INTRODUCTION TO ECONOMICS-I	GE-I	02
VSC - I	INSURANCE-I	VSC-I	02
Semester II			
DSC - II	INDIAN ECONOMY-II	DSC-II	04
GE - II	INTRODUCTION TO ECONOMICS-II	GE-II	02
VSC - II	INSURANCE-II	VSC-II	02
SEC	ECONOMICS OF MARKETING	SEC	02

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**



NAAC Accredited-2022
'B++' Grade (CGPA 2.96)

Name of the Faculty: HUMANITIES

Revised Syllabus as per NEP 2020

Subject: Economics

Name of the Course: **B. A. I, (SEMESTER - I)**

DSC-I, Credits: 4

Name of Paper: **INDIAN ECONOMY-I**

(Syllabus to be implemented w.e.f. June 2024)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

Board of Studies in Economics

Revised Syllabus as per Structure of NEP 2020

Class: B. A. - I ECONOMICS (SEMESTER -I)

DSC- I, Credits: 4

Name of the Paper: **INDIAN ECONOMY-I**

With effect from June 2024

Preamble:

This paper of Indian Economy enables students to understand various sectors of Indian economies. This paper deals with problems like over population, poverty, unemployment and rising prices in Indian economy. An attempt is made to introduce sectors like agriculture, green revolution and their future need, also it focuses on organic farming.

Course Objectives:

The objective of this course is....

1. to introduce the Indian Economy to the students.
2. To make familiar the students different problems prevailing in our economy such as over population, poverty and unemployment.
3. The student's can aware about the today's most important issues of rising prices.
4. To introduce the different sectors of Indian Economy such as agriculture and their recent development like organic farming.

Course Outcomes:

The students will be able to....

1. Know the Problem of Over Population in Economy.
2. Know the Problem of Poverty and Unemployment
3. Know the Problem of Rising prices in Economy.
4. Know the Importance of Agriculture in Indian Economy, Issues of Agriculture productivity & Green Revolution

SYLLABUS

Unit-I Introduction

15hrs

- 1.1 Characteristics of Indian Economy since independence
- 1.2 Broad Features of Indian Population
- 1.3 Problem of over population - causes and measures
- 1.4 Population Policy-2000

Unit-II Poverty and Unemployment**15hrs**

- 2.1 Poverty: Concept, causes and measures
- 2.2 Human Poverty Index-Features
- 2.3 Unemployment: Concept & Types
- 2.4 Causes and Measures

Unit-III Problem of Rising Prices**15hrs**

- 3.1 Concept of Rising Prices
- 3.2 Causes of Rising Prices
- 3.3 Effects of Rising Prices
- 3.4 Measures to control on of Rising Prices

Unit-IV Agriculture**15hrs**

- 4.1 Place of agriculture in Indian Economy
- 4.2 Agricultural Productivity-Causes of Low Agricultural Productivity & Measures
- 4.3 Features of Green Revolution, Need for second Green Revolution
- 4.4 Organic farming-meaning, merits and demerits of organic farming

List of Reference Books:

1. Dutt R. and K.P.M. Sundaram, (2018), Indian Economy's. Chand and Co.Ltd., New Delhi.
2. Dhingra L.C., The Indian Economy - Environment and Policy, Sultan Chand and Sons, New Delhi.
3. Dutt R.C., The Economic History of India Under Early British rule, Low Price publications, Delhi.
4. Mishra S.K. and V.K. Puri, Indian Economy - It's Development Experience, Himalaya Publishing House, Mumbai.
5. Naurojee D., (1962), Poverty and Un-British Rule in India, Low Price Publication, Delhi.
6. Jalan B., the Indian Economy - Problems and Prospects, Viking, New Delhi.
7. Dutt R., (Ed.), (2001), Second Generation Economic reforms in Indian, Deep and Deep Publications, New Delhi.
8. India 2018, Publication Division, Ministry of Information and Broadcasting, G.O.I., New Delhi.
9. Handbook of Statistics on Indian Economy. (Various issues)
10. Economic Survey of India. (2017-18)
11. Economic Survey of Maharashtra. (2017-18)
12. World Development Report.
13. रायखेलकर-दामजी (२००३), भारतीय अर्थव्यवस्था, विद्या बुक्स पुब्लिशर्स, औरंगाबाद
14. पारवेकर, रावसाहेब (२००४) भारतीय अर्थव्यवस्थेच्या विकासविषयक समस्या, मीना प्रकाशन, देवगड
15. भोसले-काटे (२००५), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
16. दास्ताने, संतोष (२००६), महाराष्ट्र, दास्ताने रामचंद्र आणि कंपनी, पुणे
17. भोसले-काटे-दामजी (२०१४), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
18. डॉ. दामजी-डॉ. कदम-डॉ. पाटील-डॉ. चव्हाण (2020), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर

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Name of the Faculty: HUMANITIES

Revised Syllabus as per NEP 2020

Subject: Economics

Name of the Course: **B. A. I, (SEMESTER -I)**

GE-I, Credits: 02

Name of Paper: **INTRODUCTION TO ECONOMICS-I**

(Syllabus to be implemented w.e.f. June 2024)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

Board of Studies in Economics

Revised Syllabus as per Structure of NEP 2020

Class: B. A. - I ECONOMICS (SEMESTER-I)

GE-I, Credits: 02

Name of the Paper: **INTRODUCTION TO ECONOMICS-I**

With effect from June 2024

PREAMBLE

This course is designed to introduce the elementary concepts in Economics. The modules incorporated in this paper deals with the nature and scope of economics, approaches to the study of Economics. It is expected that students should be able to use the basic concepts to understand the relevance of Economics to the real world. It will also help the students to understand and analyse the functioning of economy.

COURSE OBJECTIVES:

The objectives of the course are...

1. To know the nature and scope of Economics.
2. To understand the basic assumptions in Economics.
3. To distinguish Micro and Macro Economics.
4. To understand the concepts of demand and supply.

COURSE OUTCOMES:

At the end of this course, student will be...

1. To know the basics of Economics.
2. To analyse the approaches to the study of Economics.
3. To understand the concepts of demand and supply.

SYLLABUS

Unit: 1. Nature and Scope of Economics

15hrs

- 1.1 Economics- Meaning and Definitions of Economics
- 1.2 Nature and Scope of Economics
- 1.3 Basic assumptions in Economics
- 1.4 Basic economic problems of an economy

Unit: 2. Approaches to the study of Economics

15 hrs

- 2.1 Micro Economics – Meaning, Importance, limitations
- 2.2 Demand: Concept and factors affecting demand
- 2.3 Supply: Concept and factors affecting supply
- 2.4 Macro Economics- Meaning, Importance, limitations

List of Reference Books:

1. Lipsey R.G. and Chrystal (1999) Principles of Economics (Latest edition) Oxford University Press. Oxford.
2. Samuelson P.A. and W.D. Nordhaus (1998) Economics; Tata McGraw Hill, New Delhi.
3. Stonier A.W. and D.C. Hague. A text Book of Economic Theory. ELBS and Longman group, London.
4. Seth M.L- Principles of Economics.
5. Dwertt K. K.- Principles of Economics.
6. H. L. Ahuja – Advanced Economic Theory, S. Chand Publications, New Delhi
7. H. L. Ahuja- Principles of Micro Economics, S. Chand Publications, New Delhi
8. Jhingan M. L.- Modern Micro Economic Analysis, Vrinda Publications, New Delhi
9. Koutsoyannis A.- Modern Micro Economics, McMillon Press, London
10. देसाई व जोशी-आर्थिक विश्लेषण भाग १
11. कृष्णराव पाटील – आर्थिक विश्लेषण
12. पिंपरकर – मूल्य सिद्धांत
13. खांदेवाले श्रीनिवास – मूल्य सिद्धांत
14. भोसले-काटे-दामजी- अंशलक्षी अर्थशास्त्र
15. एम. ए. शिंदे – अंशलक्षी अर्थशास्त्र

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Revised Syllabus as per NEP 2020

Subject: Economics

Name of the Course: B.A-I, (SEMESTER –I)

VSC-I, Credits: 2

Name of Paper: INSURANCE-I

(Syllabus to be implemented w.e.f. June 2024)

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Revised Syllabus as per Structure of NEP 2020

Class: B. A. - I ECONOMICS (SEMESTER -I)

VSC-I, Credits: 2

Name of the Paper: **INSURANCE-I**

With effect from June 2024

PREAMBLE

This course in Economics attempts to give a fairly comprehensive view of the subject to the graduate students in Economics. Insurance is mandatory in the prevailing risky environment. Insurance provides economic protection to the individual and business concern. Insurance gives financial protection to the insured against the unexpected losses. Insurance industry is an important constituent of financial services industry in India. It is a major investment institution and prominent player in the capital market. The insurance sector in India is expanding rapidly. The job opportunities in this sector are increasing. This course will equip the students to make career in insurance sector.

COURSE OBJECTIVES:

The objectives of the course are

1. To introduce the students about meaning, concept and history of insurance.
2. To build cognizance among the students about the significance and principles of insurance.
3. To enhance the students' knowledge about the concept and significance of life insurance.
4. To make aware the students about types and procedure of taking life insurance policy.

COURSE OUTCOMES:

At the end of this course, student will be...

1. Know the students about meaning, concept and history of insurance.
2. Take cognizance about the significance and principles of insurance.
3. Assess the operations of life and general insurance business.
4. Aware about types and procedure of taking life insurance policy.

SYLLABUS

Unit-I Introduction:

15 hrs

- 1.1 Meaning and concept of Insurance
- 1.2 History of Insurance
- 1.3 Significance of Insurance
- 1.4 Principles of Insurance

Unit-II Life Insurance:

15 hrs

- 2.1 Concept of Life Insurance
- 2.2 Significance of Life Insurance
- 2.3 Types of Life Insurance Policies
- 2.4 Procedure of taking Life insurance Policy

Reference Books:

01. Mishra M. N., Insurance Principles and Practice, S Chand and Co, New Delhi.
02. Gupta O.S, Life Insurance, Frank Brothers, New Delhi.
03. M. Arif Khan, Theory and Practice of Insurance, Educational Book House.
04. Mishra M N- Life Insurance Corporation of India. Vol I. II. III.
05. Insurance Regulatory Development Act 1999.
06. Vinayakan N. Radhaswamy and Vasudevan S. V., Insurance Principles and Practice – S. Chand & Com. New Delhi.
07. Agarwal, O. P. (2011). Banking and Insurance. New Delhi: Himalaya Publishing.
08. Black, K. J., & Skipper, H. J. (2000). Life and Health Insurance. London: Pearson Education.
09. Gupta, P. K. (2011). Insurance and Risk Management. New Delhi: Himalaya Publishing.
10. Mishra, M. N., & Mishra, S. B. (2007). Insurance Principles and Practice. New Delhi: S. Chand Publishing.
11. H. Sadhak, Life Insurance in India - Opportunities, Challenges and Strategic Perspective, SAGE publications, New Delhi.
12. M. L. Lunawat, P. S. Palande, and R. S. Shah, Insurance in India: Changing Policies and Emerging Opportunities, SAGE, Publications, New Delhi.
13. Uma Narang,(2013) Insurance Industry in India: Features, Reforms and Outlook, New Century Publications, New Delhi.
14. <http://krishi.maharashtra.gov.in/1237/Pradhanmantri-Pik-Vima-Yojana>
15. Agriculture Insurance - AIC OF INDIA LTD. <https://www.aicofindia.com>
16. Life Insurance Corporation of India – Home <https://licindia.in>
17. GIC | Home Page <http://gicofindia.com>
18. IRDAI- <https://www.irdai.gov.in>

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Name of the Faculty: **HUMANITIES**

Revised Syllabus as per NEP 2020

Subject: Economics

Name of the Course: B.A. I, (SEMESTER - II)

DSC-II, Credits: 4

Name of Paper: INDIAN ECONOMY-II

(Syllabus to be implemented w.e.f. June 2024)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

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Revised Syllabus as per Structure of NEP 2020

Class: B. A. – I ECONOMICS (SEMESTER -II)

DSC- II, Credits: 4

Name of the Paper: **INDIAN ECONOMY-II**

With effect from June 2024

Preamble:

This paper of Indian Economy enables students to understand various sectors of Indian Economy and Economy of Maharashtra. An attempt is made to introduce sectors like industry, Economic planning in India and Co-operatives in Maharashtra. This paper also intends to introduce development models like LPG and PURA.

Course Objectives:

The objective of this course is

1. to introduce the Indian Economy and Maharashtra economy to the students.
2. To introduce the students the Role of Industry in Indian Economy.
3. To understand the Objectives of Economic Planning.
4. To get the students familiar with economy of Maharashtra.
5. To make familiar the students with cooperative movement in Maharashtra.

Course Outcomes:

The students will be able to...

1. Know the importance of Industry in Indian Economy, Role and problems of Small Enterprises and industrial policy of 1991.
2. To understand the Economy of Maharashtra and Cooperatives in Maharashtra.
3. Know the importance of Economic planning and development models.

SYLLABUS

Unit-I Industry

15hrs

- 1.1 Role of industry in Indian Economy
- 1.2 Classification of Industries
- 1.3 Role and problems of Small Enterprises
- 1.4 Industrial Policy of 1991

Unit-II Planning in India**15hrs**

- 2.1 Meaning and Broad objectives.
- 2.2 NITI Aayog: Objectives and Functions
- 2.3 LPG model
- 2.4 PURA model

Unit-III Economy of Maharashtra**15hrs**

- 3.1 Salient features of Economy of Maharashtra
- 3.2 Dry land farming in Maharashtra
- 3.3 Agro-based industries- Role and problems,
- 3.4 Services sector-Present position and its role

Unit-IV Cooperatives in Maharashtra**15hrs**

- 4.1 Role of cooperatives in Economy of Maharashtra
- 4.2 Sugar cooperatives- Role and problems
- 4.3 Dairy cooperatives- Role and problems
- 4.4 Urban cooperative Banks- Role and problems

List of Reference Books:

1. Dutt R. and K.P.M. Sundaram, (2018), Indian Economy's. Chand and Co.Ltd., New Delhi.
2. Dhingra L.C., The Indian Economy - Environment and Policy, Sultan Chand and Sons, New Delhi.
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8. India 2018, Publication Division, Ministry of Information and Broadcasting, G.O.I., New Delhi.
9. Handbook of Statistics on Indian Economy. (Various issues)
10. Economic Survey of India. (2017-18)
11. Economic Survey of Maharashtra. (2017-18)
12. World Development Report.
13. रायखेलकर-दामजी (२००३), भारतीय अर्थव्यवस्था, विद्या बुक्स पुब्लिशर्स, औरंगाबाद
14. पारवेकर, रावसाहेब (२००४) भारतीय अर्थव्यवस्थेच्या विकासविषयक समस्या, मीना प्रकाशन, देवगड
15. भोसले-काटे (२००५), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
16. दास्ताने, संतोष (२००६), महाराष्ट्र, दास्ताने रामचंद्र आणि कंपनी, पुणे
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18. दामजी - कदम - पाटील - चव्हाण (2020), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर

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Subject: Economics

Name of the Course: **B. A. I, (SEMESTER -II)**

GE-II, Credits: 02

Name of Paper: **INTRODUCTION TO ECONOMICS-II**

(Syllabus to be implemented w.e.f. June 2024)

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GE-II, Credits:02

Name of the Paper: **INTRODUCTION TO ECONOMICS-II**

With effect from June 2024

Preamble:

This paper of Indian Economy enables students to understand various sectors of Indian economies. This paper deals with problems like over population, poverty, unemployment and rising prices in Indian economy. An attempt is made to acquaint the students with causes and measures of major economic problems of Indian economy.

Course Objectives:

1. The objective of this course is to introduce the Indian Economy to the students.
2. To make familiar the students different problems prevailing in our economy such as over population, poverty and unemployment.
3. The students can aware about the today's most important issues of rising prices.

Course Outcomes:

The students will be able to....

1. Know the Problem of Over Population in Economy.
2. Know the Problem of Poverty and Unemployment
3. Know the Problem of Rising prices in Economy.

SYLLABUS

Unit-I Introduction

15 hrs

- 1.1 Characteristics of Indian Economy since independence
- 1.2 Broad Features of Indian Population
- 1.3 Problem of over population - causes and measures
- 1.4 Population Policy-2000

Unit-II Problem of Poverty, Unemployment and Rising Prices

15 hrs

- 2.1 Poverty: Concept, Causes and Measures
- 2.2 Unemployment: Concept Causes and Measures
- 2.3 Causes of Rising Prices
- 2.4 Effects of Rising Prices and Measures.

List of Reference Books:

1. Dutt R. and K.P.M. Sundaram, (2018), Indian Economy's. Chand and Co.Ltd., New Delhi.
2. Dhingra L.C., The Indian Economy - Environment and Policy, Sultan Chand and Sons, New Delhi.
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15. भोसले-काटे (२००५), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
16. दास्ताने, संतोष (२००६), महाराष्ट्र, दास्ताने रामचंद्र आणि कंपनी, पुणे
17. भोसले-काटे-दामजी (२०१४), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर
18. डॉ. दामजी-डॉ. कदम-डॉ. पाटील-डॉ. चव्हाण (2020), भारतीय अर्थव्यवस्था, फडके प्रकाशन, कोल्हापूर

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Revised Syllabus as per NEP 2020

Subject: Economics

Name of the Course: B.A-I, (SEMESTER-II)

VSC-II, Credits: 2

Name of Paper: INSURANCE-II

(Syllabus to be implemented w.e.f. June 2024)

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VSC-II, Credits: 2

Name of the Paper: **INSURANCE-II**

With effect from June 2024

PREAMBLE

This course in Economics attempts to give a fairly comprehensive view of the subject to the graduate students in Economics. Insurance is mandatory in the prevailing risky environment. Insurance provides economic protection to the individual and business concern. Insurance gives financial protection to the insured against the unexpected losses. Insurance industry is an important constituent of financial services industry in India. It is a major investment institution and prominent player in the capital market. The insurance sector in India is expanding rapidly. The job opportunities in this sector are increasing. This course will equip the students to make career in insurance sector.

COURSE OBJECTIVES:

The objectives of the course are...

1. To introduce the students about the procedure of appointment and Code of conduct for Insurance Agent.
2. To build cognizance among the students about the functions and challenges before insurance Agent.
3. To enhance the students' knowledge about the history, objectives and functions of life insurance corporations.
4. To make aware the students about the General Insurance Corporations and Privatization of Insurance Sector.

COURSE OUTCOMES:

After completion of this course, learners will be able to:

1. Know the students about the procedure of appointment and Code of conduct for Insurance Agent.
2. Take cognizance about the functions and challenges before insurance Agent.
3. Enhance their knowledge about the history, objectives and functions of life insurance corporations.
4. Aware about the students about the General Insurance Corporations and Privatization of Insurance Sector.

SYLLABUS

Unit-I Life Insurance Agent:

15 hrs

- 1.1 Definition and procedure of appointment of Insurance Agent
- 1.2 Code of conduct for insurance Agent
- 1.3 Functions of Insurance Agent
- 1.4 Challenges before Insurance Agent

Unit-II Life Insurance Organization:**15 hrs**

- 2.1 Introduction and History of Life Insurance Corporations
- 2.2 Objectives and Functions of Life Insurance Corporations
- 2.3 Introduction to General Insurance Corporations and IRDA
- 2.4 Privatization of Insurance Sector in India

Reference Books:

- 01. Mishra M. N., Insurance Principles and Practice, S Chand and Co, New Delhi.
- 02. Gupta O.S, Life Insurance, Frank Brothers, New Delhi.
- 03. M. Arif Khan, Theory and Practice of Insurance, Educational Book House.
- 04. Mishra M N- Life Insurance Corporation of India. Vol I. II. III.
- 05. Insurance Regulatory Development Act 1999.
- 06. Vinayakan N. Radhaswamy and Vasudevan S. V., Insurance Principles and Practice – S. Chand & Com. New Delhi.
- 07. Agarwal, O. P. (2011). Banking and Insurance. New Delhi: Himalaya Publishing.
- 08. Black, K. J., & Skipper, H. J. (2000). Life and Health Insurance. London: Pearson Education.
- 09. Gupta, P. K. (2011). Insurance and Risk Management. New Delhi: Himalaya Publishing.
- 10. Mishra, M. N., & Mishra, S. B. (2007). Insurance Principles and Practice. New Delhi: S. Chand Publishing.
- 11. H. Sadhak, Life Insurance in India - Opportunities, Challenges and Strategic Perspective, SAGE publications, New Delhi.
- 12. M. L. Lunawat, P. S. Palande, and R. S. Shah, Insurance in India: Changing Policies and Emerging Opportunities, SAGE, Publications, New Delhi.
- 13. Uma Narang, (2013) Insurance Industry in India: Features, Reforms and Outlook, New Century Publications, New Delhi.
- 14. <http://krishi.maharashtra.gov.in/1237/Pradhanmantri-Pik-Vima-Yojana>
- 15. Agriculture Insurance - AIC OF INDIA LTD. <https://www.aicofindia.com>
- 16. Life Insurance Corporation of India – Home <https://licindia.in>
- 17. GIC | Home Page <http://gicofindia.com>
- 18. IRDAI- <https://www.irdai.gov.in>

**PUNYASHLOK AHILYADEVJI HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**



NAAC Accredited-2022
'B++' Grade (CGPA 2.96)

Name of the Faculty: HUMANITIES

Revised Syllabus as per NEP 2020

Subject: Economics

Name of the Course: B.A.I, (SEMESTER –II)

SEC , Credits: 2

Name of Paper: ECONOMICS OF MARKETING

(Syllabus to be implemented w.e.f. June 2024)

Punyshlok Ahilyadevi Holkar Solapur University, Solapur

Faculty of Humanities

Board of Studies in Economics

Revised Syllabus as per Structure of NEP 2020

Class: B. A. - I ECONOMICS (SEMESTER -II)

SEC , Credits: 2

Name of the Paper: **ECONOMICS OF MARKETING-I**

With effect from June 2024

PREAMBLE

Students explore the seven core functions of marketing. Students will utilize knowledge in hands-on projects which may include: conducting research, creating a promotional plan, pitching a sales presentation, interviewing, and introducing an idea for a new product/service. Economics focuses on the study of economic problems and the methods by which societies solve them. Characteristics of the market economy of the United States and its function in the world and methods of applying economics to one's life will all be explored.

COURSE OBJECTIVES:

The objectives of the course are...

1. To provide basic knowledge of meaning, nature and scope of marketing.
2. To know the students about significance and strategies of marketing.
3. To make aware the students about market segmentation and products marketing
4. To enhance the students' knowledge about the price and distribution.

COURSE OUTCOMES:

After completion of this course, learners will be able to...

1. Define the basic concepts, Nature and scope of Marketing.
2. Know the significance and strategies of marketing.
3. Analyze the market segmentation and products marketing.
4. Learn about the price and distribution.

SYLLABUS

Unit-I Introduction:

15 hrs

- 1.1 Meaning and Definitions of Marketing
- 1.2 Nature and Scope of Marketing
- 1.3 Significance of Marketing
- 1.4 Marketing Strategies

Unit-II Market Segmentation:

15 hrs

- 2.1 Meaning and Base for Market Segmentation
- 2.2 Product- Concept, Packaging, Branding and Trademarks
- 2.3 Price- Factors affecting on price
- 2.4 Distribution-Types of distribution channels

Basic Reading List:

01. Philip Kotler: - Marketing Management Englewood cliffs Prentice Hall, N. J. New Delhi.
02. William M. Pride &:- Marketing & O.C. Ferrel Houghton Mifflin Boston.
03. Markchand & B.:- An Introduction to Marketing Vardharajan Vikas Publishing House, S. Ansari Road, New Delhi.
04. Mohammad Amanatnallh: - Principles of Modern Marketing Kalyani Publications - New Delhi.
05. Dr. C. N. Sontakki: - Marketing Management Kalyani Publications – New Delhi.
06. Rustom S. Davan: - Modern Marketing Management.
07. S. A. Sherlekar: - Marketing Management Himalayan Publishing House.