



DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –2 (Minor) Credits - 4
Macro Economics for Management

Sr. No.	Unit	Writers Name and Contact No.
1	Introduction to Macroeconomics <ul style="list-style-type: none">• Introduction• Meaning• Definition• Concept• Importance• Scope of macroeconomics• Importance of macroeconomics• Macroeconomic goals: economic growth, full employment, price stability, and balance of payments• Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.)	
2	Economic Growth and Development <ul style="list-style-type: none">• Introduction• Meaning• Definition• Concept• Importance• Definition and measurement of economic growth• Factors affecting economic growth• Strategies for economic development• Exercise (MCQ, F/B, True or false , Long Question, Short question, Short notes etc.)	
3	Aggregate Demand and Supply <ul style="list-style-type: none">• Introduction• Meaning• Definition• Concept• Importance• Aggregate demand curve: consumption, investment, government spending, and net exports• Aggregate supply curve: short-run and long-run• Equilibrium in the goods market: AD-AS model	

	<ul style="list-style-type: none"> • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
4	Inflation and Deflation <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Definition and measurement of inflation • Causes of inflation: demand-pull, cost-push, and built-in inflation • Effects of inflation: redistributive effects, uncertainty, and menu costs • Deflation and its effect • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
5	Unemployment and Labor Market <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Types of unemployment: frictional, structural, and cyclical • Measurement of unemployment: labor force, unemployment rate, and labor market participation • Labor market equilibrium: supply and demand for labor • Labor market equilibrium • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
6	Poverty <ul style="list-style-type: none"> • Introduction • Meaning, Definition • Characteristics • Concept • Types of Poverty • Causes of Poverty • Poverty Line • Measurement • Challenges • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
7	Fiscal Policy <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Government spending and taxation: types and effects 	

	<ul style="list-style-type: none"> • Fiscal policy tools: government purchases, transfer payments, and taxes • Effects of fiscal policy on the economy: multiplier effect, crowding out, and budget deficits • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
8	Monetary Policy <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Objectives of monetary policy • Price stability, full employment, and economic growth • Instruments of monetary policy: open market operations, reserve requirements, and interest rates • Effects of monetary policy on the economy: expansionary and contractionary monetary policy • Exercise- MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
9	International Trade and Finance <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Impacts • Usefulness • Factors affecting Internal Trade and International Trade • Difference between both Concept • Exercise- MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) • 	
10	National Income <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Measuring GDP and GNP • Components of GDP: consumption, investment, government spending, and net exports • Meaning of National income accounting • Concept of National income accounting • Benefits of National income accounting • Limitations of National income accounting • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	

11	Business Cycles and Fluctuations <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Phases of business cycle • Effects of Fluctuations on economy • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
12	Globalization <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • LPG Concept • Effects of Globalization on economy • Advantages and disadvantages • Exercise (MCQ, F/B, True or false , Long Question, Short question, Short notes etc.) 	
13	Financial Institutions <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Overview of Different financial Institutions • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
14	Current Macro Economic issues <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Concept • Importance • Brief Introduction on Current Macro Economic issues Remedies for Current Macro Economic issues • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	