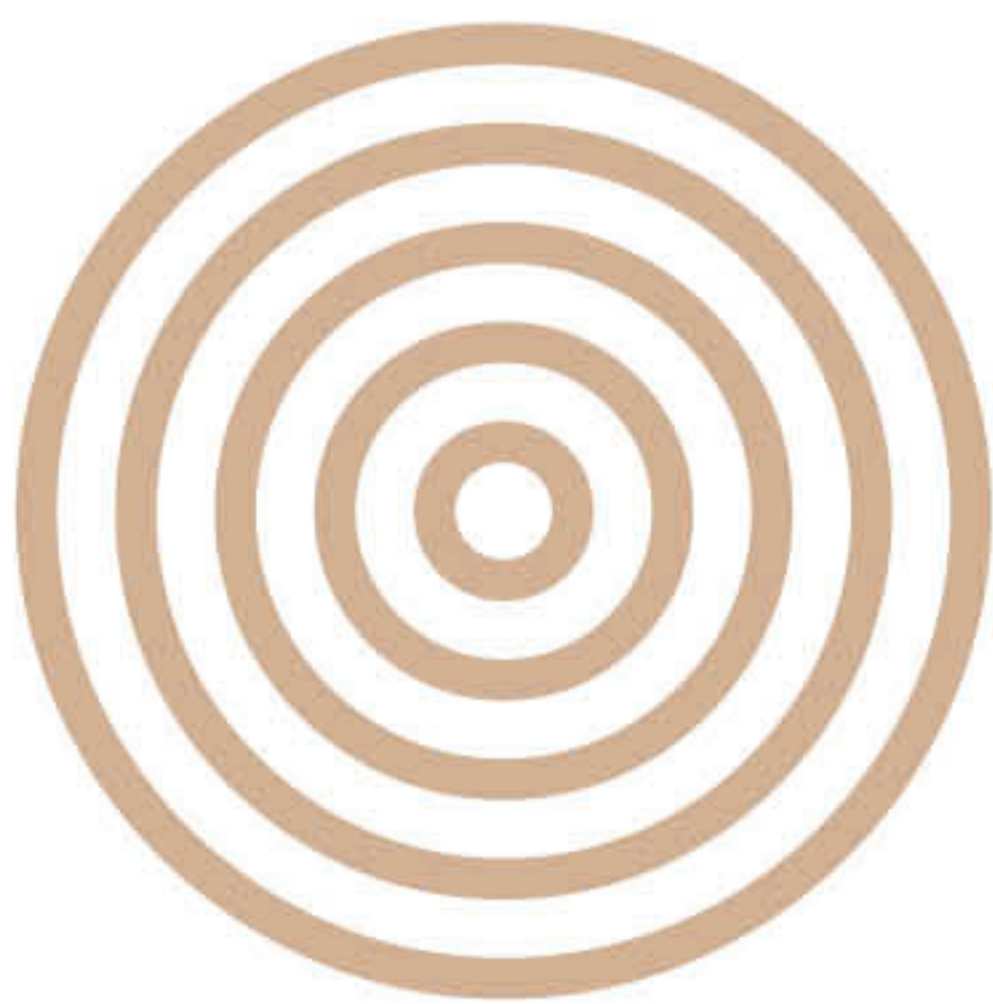




# BA in Economics

BA



**Acharya Bangalore  
B-School**



'A' Graded Institution  
**NAAC**  
NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL



# Economics, Statistics & Marketing

## — Overview

BA Economics, Statistics and Marketing open up to the world of data analysis, probability, statistical inference, sampling theory, time series analysis, and operations research. Our highly qualified faculty members, eminent guest lecturers, professors, and successful entrepreneurs are well-versed in the field of Economics. This course uses Microsoft Excel and R programming.

## — Subjects Outline

- Descriptive Statistics
- Probability and Probability Distributions
- Calculus and Probability Distributions
- Basic Economic Analysis
- Demand, Supply and Markets
- Cost Revenue and Market Structures
- Industry, Business and Fiscal Policy
- Monetary Policy, Foreign Trade and Investment
- Reforms in Indian Economy
- Macroeconomic Challenges and Policies
- Public Policy and Globalization
- Karnataka Economy
- Economics of Sustainable Development
- Business Environment

## — Program Outcomes

- Analyze and interpret data to help policymakers in making proper decisions.
- Build knowledge on the use of data analytic tools like Excel and R-programming.
- Impart problem-solving skills that are required to solve different types of statistics related problems with well-defined solutions and tackle open-ended problems that belong to the disciplinary-area.
- Build on skills like independent thinking relating to statistic issues.

## Objectives of BA Economics course at ABBS

- To enable students to be familiar with Software development, conducting tests, and evaluate software circuits.
- To ease the use of programming languages in students and help them write code for software.
- Students are introduced to computer languages including C, C++, C#, Java, Python, etc.
- To develop websites one needs to have exposure to HTML/XHTML, CSS, PHP and JavaScript.



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## — Career Prospects

**01** Data Analyst

**05** Economist

**02** Sales Analyst

**06** Jobs in Government & Private Sectors

**03** Market Analyst

**07** Junior Developer

**04** Financial analyst

**08** Job Opportunities from leading IT giants like Infosys, Wipro, Oracle, etc

## — 21st Century Microlearning Program

Introduced for BA programs at ABBS, this certification is a unique online modular learning program introduced for the first time in India that focuses on critical thinking, problem-solving, digital literacy, communication, design thinking, creative writing, cross-cultural skills, productivity and accountability, leadership and social responsibility. The program is delivered by experts from DALHAM learning.

*Program Duration: 70 hours.*

## — Admission Eligibility

10+2 or PUC or an equivalent degree from a recognized education board and a minimum aggregate of 40% in 10th and 12th.

## — Course Duration

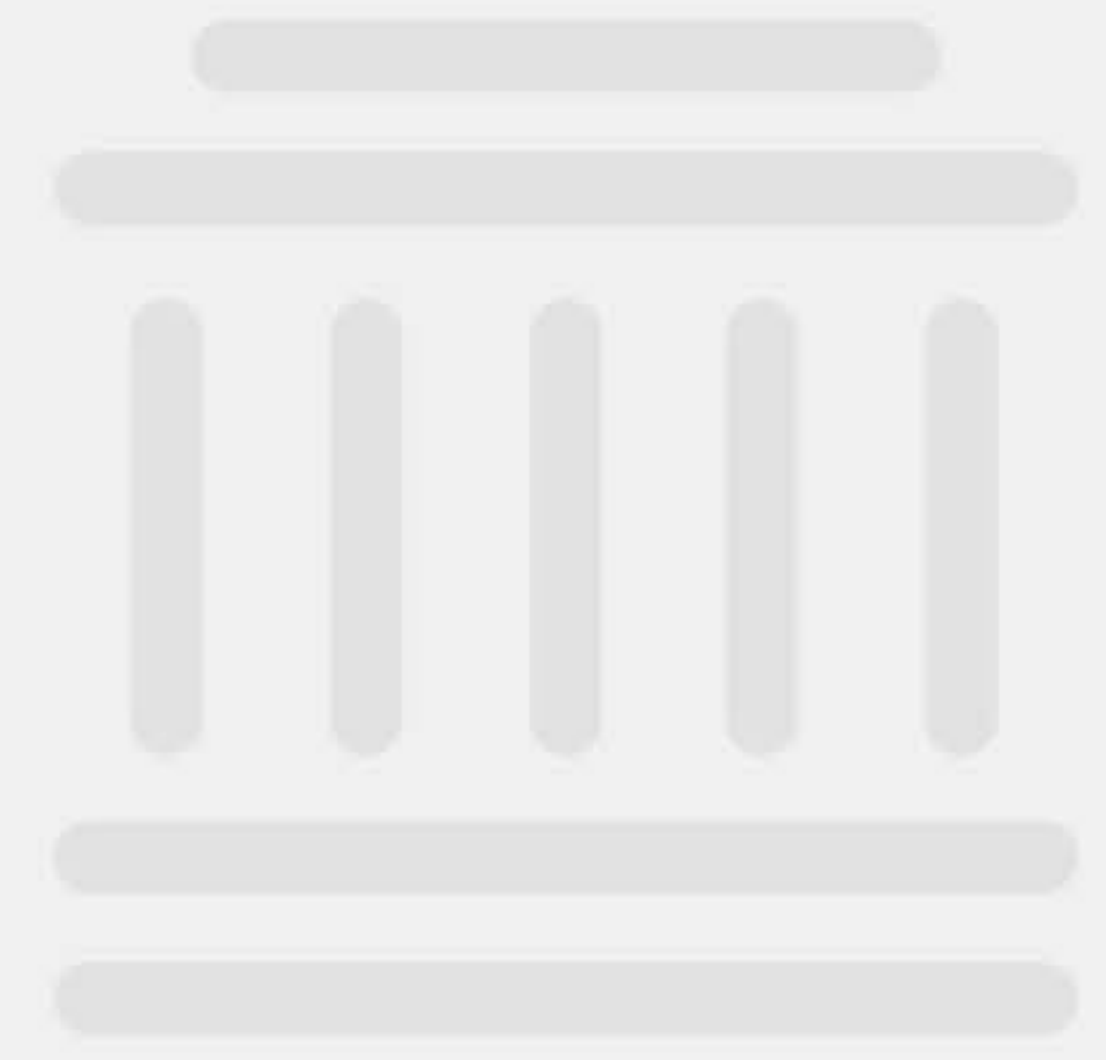
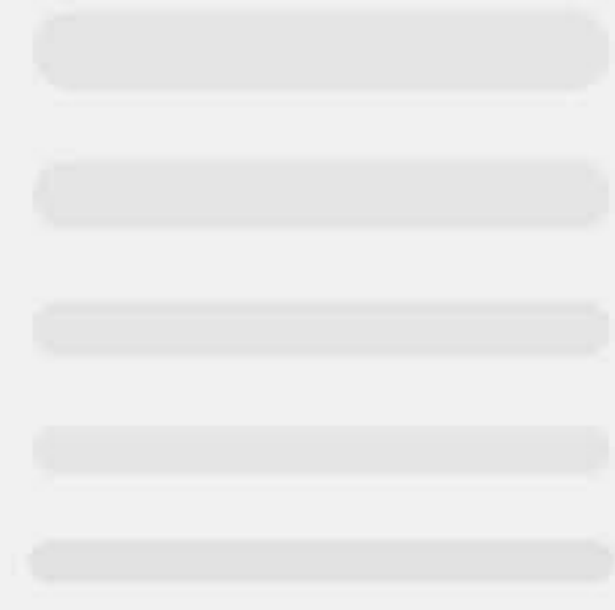
3 to 4 Years (6 to 8 semesters)

## — Program Dates

The admission process for various programs commences during January of every year and extends till the last date of admission as per the university regulations or availability of seats, whichever is earlier.

*Note: Aspirants are instructed to personally confirm the admission dates and timelines from the admissions office.*





**Aspire. Accelerate. Achieve.**



**Acharya Bangalore B-School**



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