

BACHELOR OF COMMERCE - FIRST SEMESTER
BUSINESS ECONOMICS

Code: SC1.5
Credits: 4
Contact Hours: 56

Univ Code:
Work load: **4 hours per week**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Objectives: To acquaint the students with the basics of business economics, enable the students to analyse the demand and production issues and to examine the various market structures to take rational business decisions.

Pedagogy: Combination of lectures, assignment, simple case studies, group discussion, encouraging students for conducting market survey, etc.

Module 1: Nature and Scope of Business Economics - Meaning and definitions of Business Economics - Nature and Scope - The nature and types of business decisions - Managerial decision making process - Role of business Economist in business.

Module 2: Theory of Consumer Behaviour - The concept of utility- consumption- ordinal utility and cardinal utility analysis- LDMU- LEMU –Indifference curve analysis- consumer equilibrium- consumer surplus.

Module 3: Demand Analysis and Demand Forecasting - Law of demand - Elasticity of demand and its measurement, demand forecasting – Meaning- Need and importance - Methods of demand forecasting.

Module 4: Production Analysis - Meaning and Factors of Production- Production Function - law of variable proportions - Iso-quants-returns to scale - optimum factor combination – Iso-cost line least cost combination of factors. **Theory of Cost and Revenue:** Cost of production - cost concepts - short run and long run costs - concept of revenue - meaning and types - economies of scale – diseconomies - Break-Even Analysis.

Module 5: Market Structures - Market - Meaning and Types - perfectly competitive market- features- price and output determination- time element – monopoly – meaning –types- features- price and output under monopoly-monopolistic competition – meaning – features- price and output under it - A brief idea of duopoly and oligopoly.

Recommended Books

1. Varsheny and Maheshwari “Managerial Economics”
2. Dwivedi, “Managerial Economics”

3. Mithani ,“Managerial Economics”
4. Reddy, Appannaiah and Others, “Business Economics”
5. Paul, Moute and Gupta, “Managerial Economics”
6. Kalkundrikar, Managerial Economics