Solapur University Solapur
Choice Based Credit System Syllabus
B.Com Part I
Business Economics
For semester I and II
To be implemented from June 2016 onwards

Semester I

Paper	Title of the Paper	Marks
1	Business Economics	70

Semester II

Paper	Title of the Paper	Marks
1	Business Economics	70

Solapur University Solapur
B.Com Par I –**Business Economics**
(Choice Based Credit System)
(To be implemented from June 2016)
(W. e. f. June 2016)

1) Title of the paper	:	Business Economics Paper I
2) Introduction	:	The subject economics demands a peculiar style of thinking than what we experience in other subjects. Application of Economics Laws for solving business problems derives us the use of assumption to break down complex problems in to simple analytically manageable parts. Analytical style is more demanding in Business Economics than in any other discipline. Students should note that study of Business Economics is different and requires practice. The study of Business Economics enables the commerce student to understand and solve the complex problems of today's corporate world.
3. Objectives of the paper / subject	:	1) To introduce basic concepts of Business Economics 2) To create awareness among commerce students about fundamental economics problems pervading in the corporate world. 3) To create the ability in the students to understand the cause and effect relation of consumer behavior in different market situation. 4) To create ability among the students to forecast future situation on the basis of present market situation and changes.
4. Advantages of the subject / Paper	:	1) The study of Business Economics helps the students to become a skill full financial manager in the corporate world. 2) This subject helps the students to make career in banking sector. 3) It helps the students to become a good entrepreneur. 4) It helps the students to understand dynamics of various market Situations

5) Eligibility : - For admission in to B.com Part I,	:	1) Student has to pass H.S.C. Examination with Commerce stream or Arts stream or Science or with vocational subjects (+2) of Maharashtra State Board of Higher secondary education Board Pune. **Or** 1) An examination of any other statutory university or an Examining body recognized as equivalent there to. 2) 2) No candidate shall be allowed to the B.Com Part I- Semester I / Semester II examination unless he has satisfactorily kept the terms for the respective semester of the course at a college affiliated to this university.
6) Duration	:	The duration of the paper **Business Economics** for B.Com Part – I is of one year with two semesters – Semester I and Semester II having the examination of 70 marks each.
7) Medium of Instruction	:	The medium of Instruction will be English and Marathi

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Choice Based Credit System Syllabus
B. Com. Part – I
Business Economics
(w.e.f. June 2016)
Semester – I   Periods

Unit I. Business Economics   15

A) Meaning & Definition

B) Nature of Business Economics

C) Scope of Business Economics

D) Features of Free Market Economy

E) Working of Market Economy & Price Mechanism

Unit II. The Elasticity of Demand   15

A) Meaning and definition of elasticity of demand

B) Types of elasticity of demand

      i) Price Elasticity of Demand

      ii) Cross Elasticity of Demand

      iii) Income Elasticity of Demand

      iv) Advertising Elasticity of Demand

C) Importance of Elasticity of Demand

D) Measurement of Elasticity of Demand

Unit III. The Indifference Curve Approach   15

A) Concept of Utility

B) Defects of Utility Analysis

C) Meaning & Properties of Indifference Curve

D) Price – Income Line

E) Consumer's Equilibrium

F) Expansion Path

Unit IV. Demands Forecasting   15

A) Meaning

B) Types

C) Forecasting Methods

D) Importance

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Semester – II   Periods

Unit I. Cost Analysis and Production Function   15

    A) Meaning of cost

    B) Cost concepts

        i.) Total cost

        ii.) Average cost

        iii.) Marginal cost

    C) Meaning of production function

    D) The Law of Variable Proportions

    E) The Law of Returns To Scale

    F) Economies and Diseconomies of Scale – Internal – External

Unit II. Market Structures   15

    A) Perfect Competition – Meaning, characteristics and pricedetermination

    B) Monopoly – Characteristics, price determination and Price Discrimination

    C) Monopolistic Completion – Characteristics, price determination and
Selling Cost

Unit III. The Theory of Distribution   15

    A) Rent – Meaning, Recardian Theory of Rent

    Modern theory of rent – quasi rent

    B) Wages – Meaning – wage Differentiation,

    C) Interest – Meaning – Liquidity preference theory of Interest,

    Loanable funds theory of Interest.

    D) Profit – Meaning – Dynamic theory of profit, Risk bearing theory of profit,
uncertainty theory of profit, innovation theory of profit

Unit IV. Break – Even Analysis   15

    A) Break – Even Point

    B) Determination of Break - Even point

    C) Importance of Break - Even Analysis

List of Reference Books

1) Seth M.L. ,   : Micro Economics

2) Jhingan M.L.,   : Modern Micro Economics

3) JhinganM.L., and StephenJ.K.   : Managerial Economics

4) Samuelson P.A.,   : Economics

5) Ahuja H.L.   : Advanced Economic Theory

6) Ahuja H.L.   : Business Economics

7) Misra and Puri   : Modern Micro Economics

8) LipseyRichard,   : Positive Economics

9) Browing, E.K.   : Micro Economic Theory andApplications

10) Dwett, K.K.   : Micro Economics

११) पिंपरकर, ग.प्र.   : मूल्य व वितरण- सैध्दांतिक विवेचन

१२) दोशी, रविंद्र, भानुशाली, दुगल   : सूक्ष्मलक्षी अर्थशास्त्र

१३) खांदेवाले, श्रीनिवास   : मूल्य सिध्दांत

१४) ठOEकर, के.एच.   : सूक्ष्मलक्षी अर्थशास्त्र

१५) भोसले, काटे, दामजी   : व्यवसायिक अर्थशास्त्र

१६) हुंडेकर, उत्तम, शहा प्रमोद   : व्यवसायिक अर्थशास्त्र

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For semester I and II
Model Question Paper
(w.e.f. June 2016)

Time : 2 ½ hrs.   Total Marks : 70

Q. 1	Multiple choice questions. (four alternatives should be given)	14
	1 _____ a) b) c) d) 2 3 4 5 6 7 8 9 10	
Q. 2	Answer the following. (Short note/Short Problem/Short answer) (A) (B)	 7 7
Q. 3	Answer the following. (Short note/Short Problem/Short answer) (A) (B)	 7 7
Q. 4	Answer any one (Long answer / Problem) A) Or B)	14
Q. 5	Answer any one (Long answer / Problem) A) Or B)	14