

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



NAAC Accredited-2015
'B' Grade (CGPA 2.62)

Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Business Economics

Name of the Course: B.Com. I (Sem.-I & II)
(DSC-1C & DSC-2C) Total Credits: 8 (4+4)

(Syllabus to be implemented from w.e.f. June 2019)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Choice Based Credit System Syllabus

B. Com. Part – I

Business Economics (CC 1)

Semester – I (4 Credits)

(w.e.f. June 2019)

Total Theory Lectures- (60 per Semester)

Introduction:

The subject economics demands a peculiar style of thinking than what we experience on other subjects. So it is a big need to make aware the student of economics about the distinctions between economics and business economics, the importance of and factors of business economics, consumer behavior and demand forecasting etc.

Course Objectives:

- 1) To create the ability among the students about the economic concepts and theories to the behavior of economic agents and markets.*
- 2) To make students able to apply the basic feature of consumer behavior in economics.*
- 3) To create ability among the students to forecast situation on the basis of present market situation and changes.*

Course Outcomes:

At the end of this course, student can...

- 1) Apply the knowledge of market economy and price mechanism, demand elasticity, indifference curve analysis and demand forecasting analysis in price fixing.*
- 2) Versed in the concepts, tools and principles in the field of business economics.*
- 3) Apply the knowledge of breakeven point analysis in their business.*

Unit No.1: Introduction to Business Economics

Periods

15

- 1) Meaning, Nature and Scope of Business Economics
- 2) Distinctions between Economics and Business Economics
- 3) Importance of Business Economics
- 4) Features and Price Mechanism of Free Market Economy

Unit No. 2: Demand and Consumer Behavior

15

- 1) Meaning of Demand and Its Law
- 2) Meaning and Types of Elasticity of demand (Price, Income, Cross and Advertising)
- 3) Importance of Elasticity of Demand
- 4) Measurement of Elasticity of Demand

Unit No. 3: The Indifference Curve Approach

15

- 1) Concept and Defects of Utility Analysis
- 2) Meaning and Properties of Indifference Curve
- 3) Marginal Rate of Substitution and Price Income line
- 4) Consumer's Equilibrium and Expansion path

Unit No.4: Demands Forecasting

15

- 1) Concept and Factors of Demand Forecasting
- 2) Types of Demand Forecasting
- 3) Methods of Demand Forecasting
- 4) Importance of Demand Forecasting

List of Reference Books

1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
2. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
3. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill Education.
4. Salvatore, D. Schaum's Outline: Microeconomic Theory, McGraw-Hill, Education.
5. H.L. Ahuja, Advanced Economic Theory: Microeconomic Analysis (English) 20th Edition, S Chand Publications.
5. Case and Fair, Principles of Micro Economics, Pearson Education
6. Koutsiyannis, Modern Micro Economic Theory.
7. C Snyder, Microeconomic Theory: Basic Principles and Extensions, Cengage Learning
8. Bilas, Richard A., Microeconomics Theory: A Graphical Analysis, McGraw-Hill Education.
9. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
10. Amit Sachdeva, Micro Economics, KusumLata Publishers
- ११) पिंपर र ा प्र : मूल्य व वितर 1- सैध्दांति विवेचन
- १२) दोशी रविंद्र व भानुशाली दु ाल: सु मल णी अर्थशास्त्र
- १३) ांदेवाले श्रीनिवास: मूल्य सिध्दांत
- १४) भोसले दामजी व भानुमते: व्यवसायि ण अर्थशास्त्र

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Choice Based Credit System Syllabus
B. Com. Part – I
Business Economics (CC 2)
Semester – II (4 Credits)
(w.e.f. June 2019)
Total Theory Lectures-(60 per Semester)

Introduction:

Application of various concepts, theories and laws of economics 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. The study of business economics enables the commerce student to understand and solve the complex problems of today's corporate world.

Course objectives:

- 1) To create the ability among the students about the economic concepts and theories of the production and cost, market, industry and firm structure.
- 2) To make student evaluate the consequences of economic activities and institutions for individual and society.
- 3) To make student understand the determination level of various production factors.
- 4) To create ability among the students about the level of determination of breakeven point.

Course outcomes:

At the end of this course, student can...

- 1) Apply the knowledge of market economy and price mechanism, production cost analysis, market structure, distribution and breakeven analysis in price fixing, market competitors, profit level etc.
- 2) Apply marginal analysis to the firm under different market condition.
- 3) Compare and evaluate the cause and consequences of different market structures.
- 4) Analyze the meaning of various cost and their relevance for firm profitability.

	Periods
Unit No.1: Production and Cost	15
1) Meaning and Types of Production Cost	
2) The Law of Variable Proportions	
3) The Law of Returns to Scale	
4) Economies and Diseconomies of Scale – Internal – External	
Unit No.2: Market Structure	15
1) Perfect Competition – Meaning, characteristics and price determination	
2) Monopoly – Characteristics, price determination and Price Discrimination	
3) Monopolistic Competition – Characteristics, price determination	
4) Meaning and Concepts of Oligopoly, Duopoly, Monopsony	

Unit No.3: The Theory of Distribution

15

- 1) Rent – Meaning, Ricardian Theory of Rent and Modern theory of rent – quasi rent
- 2) Wages – Meaning and Types of Wages, wage Differentiation,
- 3) Interest – Meaning – Liquidity preference theory of Interest
- 4) Profit – Meaning – Uncertainty theory of profit and Innovation theory of profit

Unit No.4: Break – Even Analysis

15

- 1) Meaning and Concept of Break – Even Point
- 2) Determination of Break - Even point
- 3) Importance of Break - Even Analysis
- 4) Limitations of Break Even Analysis

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- १४) भोसले दामजी व भानुमते: व्यवसायि ि अर्थशास्त्र