

REFERENCE BOOKS:

S.No	Title	Author	Publisher	Edition	Year
1	Indian Economy	RuddarDutt & Sundram	Sultan Chand & Sons New Delhi	Latest Edition	2018
2	Indian Economy	T.Aryamala	Vijay Nicole ImprintsPrivae Limited, Chennai	1 st Edition	2018
3	Indian Economy	Gaurav Datt& Ashwini Mahajan	Sultan Chand & Sons New Delhi	Revised Edition	2018
4	Indian Economy	V.K.Puri S.K.Misra	Himalaya Publishing House	37 th Revised Edition	2019
5	Indian Economy	S.Sankaran	Margham Publication	Preface to the 13 th Edition	2014
6	Indian Economy	Ramesh Singh	Tata McGrew Hill Education Private Limited New Delhi	11 th Edition	2019
7	Indian Economy	Madhur.M. Mahajan	Pearson Publishing Company	1 st Edition	2019
8	Indian Economy	Sanjiv Verma	Unique Publishers, New Delhi	Revised Edition	2020
9	Indian Economy	Sankar Ganesh Karuppiiah	Mc Graw Hill, NewDelhi	6 th Edition	2018
10	Indian Economy since Independence	Uma Kapila	Academic Foundation, New Delhi	30 th Edition	2019

Web resources:

1. www.studydhaba.com/indian-economy-study-material-pdf
2. www.examrace.com/IEcoS/IEcoS-Study-Material
3. www.winmeen.com/tnpsc-indian-economy-study-materials

TEACHING METHODOLOGY

- Chalk and Board
- Lecture method
- Seminar by individual or Group
- Power point presentation
- Assignments
- Internet sources

SYLLABUS DESIGNERS:

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B.B.A. SYLLABUS

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO1: To provide the fundamental concepts and theory of business practice and understanding of the global context in which business operates.

PEO2: To develop the ability to think critically, Analyze problems quantitatively and to use a variety of appropriate in solving business problems.

PROGRAMME OUTCOMES (PO)

PO1: Students will be able to demonstrate foundational knowledge of the functional areas of business.

PO2: To provide students with a broad range of managerial capabilities, the capacity for critical thinking, communication and problem-solving skills, legal and ethical behaviour.

PO3: Students will be able to demonstrate knowledge of the ethical obligations of business and apply them to business decisions.

PO4: Students to identify business opportunities and formulate plans, and detect business problems and develop alternative solutions.

PO5: To prepare graduates for diverse careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations, emerging markets and technology-enabled organizations.

PO6: To develop appropriate skills in the students so as to make them competent and provide themselves self – employment.

ECONOMICS FOR MANAGERS

Sem	Programme	Subject Code	Category	Lecture		Theory		Practical	Credits
III	B.B. A	21CABA3 A	Allied	6 hrs/w eek	Total 90 hrs.	6 hrs/w eek	Total 90 hrs.	-	5

Course Objectives:

- The main objective of this paper is to introduce the students to understand the broad concept of economics for managers.
- The concept which helps the students to analyse and gain knowledge on various economic policies to the business men.

Course Outcomes:

On the successful completion of the course, students will be able.,

CO Number	CO Statement	Knowledge Level (K1 – K5)
CO1	To understand the various indicators of basic economic concepts in business	K2
CO2	To gain the knowledge to the students about the demand and elasticity demand in business.	K2
CO3	To gain knowledge about supply analysis.	K3
CO4	To acquire knowledge about the production function.	K3
CO5	To acquire the practical knowledge about the market situations in different markets.	K3

Knowledge Level: K1- Remember, K2- Understand; K3- Apply; K4- Analyze

Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	M	S	M	S	M
CO3	S	M	M	M	M
CO4	S	S	S	M	S
CO5	S	M	S	S	M

S-Strong; M-Medium; L-Low

UNIT-I Introduction**18Hours**

Meaning- Definition of Economics- Wealth - Welfare- Scarcity and Growth- Micro and Macro Approach- Nature and Scope of Economics - Basic Economic Problems.

UNIT-II Demand Analysis**18Hours**

Demand: Meaning, factors affecting demand – types of Demand - Law of Demand – Exceptions of law of demand - Elasticity of Demand: Definition – Types - Role and Importance- Factors Influencing Elasticity of Demand.

UNIT-III Supply Analysis**18 Hours**

Meaning- Definition of Supply- Law of Supply- Determinants - Factors Influencing Supply- Types- Elasticity of Supply- Meaning- Definition- Types- Interaction between Demand and Supply.

UNIT-IV Production Function**18 Hours**

Meaning - Factors of Production – Division of Labour - Production Function- Law of Variable Proportion- Returns to Scale- Economies of Scale.

UNIT-V Market Structure**18 Hours**

Meaning- Market Classification of Markets- Pricing under Perfect Competition - Monopoly- features, Kinds, Price and output determination -Monopolistic Competition – Assumptions, Price and Output determination under monopolistic competition.

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