BUSINESS ECONOMICS – I

Sem	Programme	Subject Code	Category	Lecture		Theory		Practical	Credit
III	B.Com	19CAEC 3A	Allied	6 hrs/ week	Total 90 hrs.	6 hrs/ week	Total 90 hrs.	-	5

COURSE OBJECTIVES

> ➢ The main objective of this paper is to impart knowledge on the broad concept of Business Economics.
> ➢ The concept which helps the students to analyse and gain knowledge on various business problems and to know about the Economics in Business.

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

CO Number	CO Statement	Knowledge Level (K1 – K5)
CO1	To understand Business Economics and its relationship with other disciplines.	K2
CO2	To gain knowledge to the students about the demand analysis and elasticity of demand.	K3
CO3	To acquire knowledge about the forecast of demand	K3
CO4	To understand the concept of supply and Economies of scale.	K3
CO5	To gain the knowledge about the production function analysis.	K3

Knowledge Level (KL): K1-Remember; K2-Understand; K3-Apply; K4-Analyse

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	S	S	M
CO2	S	S	M	S	M	M
CO3	M	S	M	M	S	M
CO4	M	S	S	S	M	S
CO5	S	M	S	S	M	S

S-Strong; M-Medium; L-Low

UNIT - I Introduction   **18 Hrs**

Definition of the subject – Nature and Scope of Business Economics – Positive or Normative science – Area of study – Profits: The central concept in Business Economics – Relationship of Economics with other disciplines – Significance of the subject – Relationship between Economics and Business Economics.

UNIT - II Demand Analysis   **18Hrs**

Demand Analysis: Meaning, definition-Demand schedules and demand curves Demand – Determinants of demand - Law of Demand: factors affecting law of demand, exceptions. Types of Demand- Demand Distinctions - Elasticity of Demand: Factors affecting elasticity of demand, Types of elasticity of demand and Importance of Elasticity of Demand.

UNIT - III Demand Forecasting   **18Hrs**

Demand Forecasting: Meaning, Types and purpose of Demand Forecasting- Methods of Demand Forecasting: Survey method and Statistical method - Demand Forecasting Methods for the New Products- Criteria for Good Forecasting Method.

UNIT - IV Supply Factor and Economies of Scale   **18Hrs**

The meaning of Supply – Supply Schedule – The Law of Supply – The Supply Curve – Determinants of Supply – Contraction and Expansion of Supply – Increase and Decrease in Supply. Economies of Scale: Internal Economies of scale and External Economies of scale- Advantages of Large scale Production.

UNIT -V Production Function   **18Hrs**

Production Analysis: Production Function – Assumptions of Production function - Cobb- Douglas Production function – Uses of Production Function in Decision making - Law of Variable Proportions: Assumptions of the Law – Three Stages of the Law – Laws of Returns to Scale – Three phases of Returns to Scale.

REFERENCE BOOKS:

S.No	Author	Title	Publisher	Year of publication
1	Sankaran.S	Business Economics	Margham Publications	8th Revised Edition 2017
2	H.L. Ahuja	Business Economics	S. Chand & Company Ltd	12th Revised Edition 2016
3	P.L. Mehta	Business Economics	Sulthan Chand & Sons	15th Revised Edition 2009
4	D.M. Mithani	Business Economics	Himalaya Publishing house	5th Revised Edition 2017
5	R.L. Varshney & K.L. Maheswari:	Business Economics	S.Chand Chand & Sons	19th Revised and enlarged edition 2018

Web resources:

1. www.tutorialspoint.com/managerial_economics/...

2. www.yourarticlelibrary.com/managerial-economics/...

3. economicsconcepts.com/managerial_economics.htm

TEACHING METHODOLOGY

➢ Chalk and Board

➢ Lecture method

➢ Seminar by individual or Group

➢ Power point presentation

Syllabus Designer:

1. Dr. R.Banumathy, Associate Professor and Head, Department of Economics.
2. Dr. M.Jayasudha Assistant Professor, Department of Economics
3. Dr. R. Radjavally, Assistant Professor, Department of Economics.