

Programme: <b>B.Com.</b>		Year: <b>First</b>	Semester: <b>Second</b>
Subject: <b>Commerce</b>			
Course Code: <b>C010205T</b>		Course Title: <b>Business Economics</b>	
Course outcomes: Business Economics objective this course is meant to acquaint the students with the principles of Business Economics as are applicable in business.			
Credits: <b>6</b>		Core Compulsory / Elective: <b>Elective</b>	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures: <b>90</b>			
Unit	Topics		No. of Lectures
<b>I</b>	Famous Economist of India like- Kautilya, Gopal Krishna Gokhale, D.R. Gadgil, Dr. Ram Manohar Lohia, Jawaharlal Nehru and Dr. B.R. Ambedkar etc. Introduction: Nature And Scope Of Business Economics, Meaning, Kinds, Law Of Demand, Law Of Marginal Diminishing Utility, Elasticity Of Demand, Concept And Measurement Of Elasticity Of Demand Price, Incoming Cross, Elasticity Determinants Of Elasticity Of Demand Importance Of Elasticity Of Demand.		22
<b>II</b>	Theory Of Cost: Short Run And Long Run Cost Curve Traditional And Modern Approaches. Production Function: Law Of Variable Proportion; Properties Ride Line, Optimum Factor Combination And Expansion Path; Return To Scale; Internal And External Economics And Diseconomies.		31
<b>III</b>	A. Perfect Competition: Meaning, Price And Output Determination. B. Monopoly: Meaning And Determination Of Price Under Monopoly; Equilibrium Of A Firm/Industry. C. Monopolistic Competition: Meaning And Characteristics; Price And Output Determination Under Monopolistic Competition.		21
<b>IV</b>	Business Cycle: Various Phases And Its Causes; Theory Of Distribution: Marginal Productivity Theory Of Modern Theory, Wage- Meaning, Determination Of Wage Rate Under Perfect Competition And Monopoly, Rent Concept: Modern Theories Of Rent: Interest Concept- And Theories Of Interest Profit- Concept And Theories Of Profit.		16
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Geetika, "Managerial Economics", McGraw-Hill Education 2nd Ed.</li> <li>2. Thomas &amp; Maurice, "Managerial Economics: Concepts and Applications" (SIE), , McGraw Hill Education, 9th Ed</li> <li>3. Ahuja, H.L, "Managerial Economics", S.Chand, 8th Ed</li> <li>4. Dwivedi, D.N., "Managerial Economics", Vikas Publication, 7th Ed</li> <li>5. Mithani, D.M., "Managerial Economics- Theory and Applications", Himalaya Publications</li> <li>6. Gupta, G., "Managerial Economics", McGraw-Hill Education (India)Pvt Limited</li> <li>7. Seth, M.L., "Principles of Economics", Lakshmi Narain Agrawal Educational Publishers, Agra</li> <li>8. Vaish &amp; Sunderm, "Principles of Economics", Ratan Prakashan Mandir</li> <li>9. Jhingan, M.L., "Managerial Economics -1E", Vrinda Pub</li> <li>10. Jhingan, M.L., Vyashthi Arthashastra, Vrinda Pub 11. Mishra, J.P., Vyashthi Arthashastra</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>			
This course can be opted as an elective by the students of following subjects:			
<b>Open for all</b>			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Assessment and Presentation of Assignment		(04 marks)	
Class Test-I (Objective Questions)		(04 marks)	
Class Test-II (Descriptive Questions)		(04 marks)	
Class Test-III (Objective Questions)		(04 marks)	
Class Test-IV (Descriptive Questions)		(04 marks)	
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)		(05 marks)	