

Session 2023-2024**Part-A Introduction**

Subject	Commerce		
Semester	III		
Name of the Course	Business Economics		
Course Code	B23-COM-304		
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-M3		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand price & output determination under different market structures. 2. understand behaviour of firms & their stakeholders with many products and multiple objectives 3. develop the capability to analyse macro-economic environment 4. take decisions according to state economic policies 		
	5*.-		
	Theory	Tutorial	Total
Credits	01	01	02
Internal Assessment Marks	15	-	15
End Term Exam Marks	35	-	35
Exam Time	03 Hrs.		03 Hrs.

Part-B Contents of the Course**Instructions for Paper Setters**

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 1 marks each. Question Nos. 2 to 9 will carry 7 marks each, having two questions from each unit.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Nature and scope of business economics, Importance of economics in business decisions. Basic Economic Concepts; Marginal analysis. Nature of demand function: law of demand, shifts in demand curve, factors influencing demand. Elasticity of demand: price, income and cross. Consumer's equilibrium: Cardinal Utility Approach, Ordinal Utility approach.	12

II	Production function: short and long run - law of variable proportions; Return to factor; Law of returns to scale; economies and diseconomies of scale; Equilibrium of firm under perfect competition; monopoly - price discrimination, Price and output determination under monopolistic competition; Decisions under monopolistic competition.	18
III	Non-collusive oligopoly models- Cournot and Kinked Demand Curve; Collusive oligopoly models – Cartels, price leaderships. Employment theory, classical employment theory; Keynesian theory of employment. Money definition and its functions.	15
IV	Macro Economics: concept, nature and scope. Circular flow of income (four core sectors). National income concepts (an overview) – GNP, GDP, NNP, NDP. Inflation: types and control; Money supply (monetary aggregates); Fiscal policy; Monetary policy; Business cycles and their control.	15
V*	-	
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		End Term Exam
Part-C Learning Resources		
Recommended Books/E-Resources/LMS: <ul style="list-style-type: none"> • Ahuja, H.L., Macro Economics, S. Chand Publications, New Delhi. • Dwivedi, D.N., Macro Economics, Tata McGraw Hill, New Delhi. • G.S. Gupta : Managerial Economics McGraw Hill Education; 2nd edition, 2017 • Jhinghan M.L.: Advanced Economic Theory. Vrinda Publications, New Delhi. • Koutsoyiannis A.: Modern Microeconomics; Macmillan New Delhi. • Paul, S., Gupta, G. and Mote, V., Managerial Economics, Tata McGraw Hill 		

* Applicable for courses having practical component.