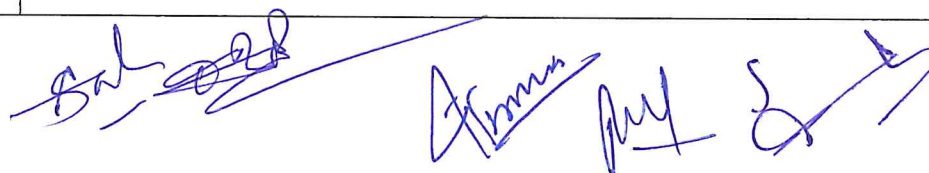


FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)  
Department of Commerce and Management

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>   |  |  |  |
|---|--|--|--|
| <b>Program: Bachelor in Business Administration</b><br><i>(Certificate / Diploma / Degree/Honors)</i> |  | <b>Semester-II</b>   | <b>Session: 2024-2025</b>                      |
| 1   | CourseCode   | BBSC-04  |  |
| 2   | CourseTitle  | Business Economics   |  |
|   | CourseType   | Discipline Specific Course (DSC)   |  |
| 4   | Pre-requisite(if,any)  | <i>Asperrequirement</i>  |  |
| 5   | CourseLearning Outcomes(CLO)   | <ul style="list-style-type: none"> <li>➤ <i>Get an insight into the fundamentals of economics and theory of consumerbehaviour.</i></li> <li>➤ <i>To make the students understand demand and supply, theory of production &amp; theory of cost.</i></li> <li>➤ <i>To make students understand market structure, forms of market, perfect competition &amp; basic concepts of revenue and rent.</i></li> </ul> |  |
| 6   | CreditValue  | 4Credits   | <i>Credit=15Hours-learning&amp;Observation</i> |
| 7   | TotalMarks   | Max.Marks: 100   | MinPassingMarks: 40                            |
| <b>PART-B: ContentoftheCourse</b>   |  |  |  |
| <b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>                      |  |  |  |
| Unit  | Topics(Coursecontents)   |  | No.of Period                                   |
| I   | <b>Introduction:</b> Nature and Scope- Positive and NormativeEconomics, Micro and Macro Economics; Central Problems of aneconomy; Working of price mechanism.<br><b>Theory of Consumer Behaviour:</b> Cardinal Utility Approach-Law ofDiminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties ofIndifference Curves, Budget Line, Consumer's Equilibrium  |  | 15   |
| II  | <b>Demand:</b> Meaning, Demand Schedule, Individual and MarketDemand Curve, Determinants of Demand, Law of Demand,Changes in Demand;<br><b>Supply:</b> Meaning, Supply Schedule, Individual and Market SupplyCurve, Determinants of Supply, Law of Supply, Changes in Supply;Equilibrium of Demand and Supply. Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity ofDemand and Supply.   |  | 15   |
| III   | <b>Theory of Production:</b> Factors of Production, Basic Concepts, ProductionFunction, Law of Variable Proportions, Returns to Scale; Producer'sEquilibrium- Least-Cost Factor Combination and Output Maximization fora given Level of Outlay;<br><b>Theory of Costs:</b> Basic Concepts, Short-run Total Cost Curves. Fixed andVariable, Short-run Average and Marginal Cost Curves, Relationshipbetween Average and Marginal Cost Curve, Average and Marginal Cost; Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves,Relationship between Average and Marginal Revenue Curve.<br><b>Equilibrium of the Firm:</b> Meaning, Objectives of the Firm, TotalDistribution- Concept and Marginal Productivity theory of distribution. |  | 15   |
| IV  | <b>Market Structure:</b> Meaning, Forms of market- Perfect Competition,Monopoly, Monopolistic Competition and Oligopoly; Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.<br><b>Wage:</b> Concept and Determination of Wages.<br><b>Rent-</b> Concept, Ricardian and Modern Theories of Rent.<br><b>Interest:</b> Concept and Theories of Interest;<br><b>Profit:</b> Nature, Concepts and Theories of Profit.  |  | 15   |
| <b>Keywords</b>   | <i>Consumer Behaviour, Demand, Supply, Production, Cost, Market Structure,</i>   |  |  |



| <b>PART-C: Learning Resources</b>  |   |   |
|--|---|---|
| Text Books, Reference Books and Others   |   |   |
| <i>STUDY MATERIAL FOUNDATION PROGRAMME BUSINESS ECONOMICS, The Institute of Company Secretaries of INDIA.</i>  |   |   |
| 2. H. L. Ahuja, <i>Business Economics</i> .  |   |   |
| 3. H. L. Ahuja, <i>Principles of Microeconomics</i>  |   |   |
| 4. Bradley R. Schiller, <i>The Macro Economics Today</i> , Tata McGraw-Hill,   |   |   |
| 5. B. Douglas Bernheim and Michael D. Whinston, <i>Microeconomics</i> , Tata McGraw-Hill,  |   |   |
| 6. Lipsey, R.G. and A.K. Chrystal, <i>Economics</i> , Oxford Univ. Press, 2007.  |   |   |
| 7. Mankiw, N.G., <i>Economics: Principles and Applications</i> , Cengage Learning, 2009.   |   |   |
| 8. Pindyck, R.S. and D.L. Rubinfeld, <i>Microeconomics</i> , Pearson Education, 2008. Stiglitz, J.E. and C.E. Walsh, <i>Principles of Economics</i> , W.W. Norton, 2002. |   |   |
| Online Resources–  |   |   |
| <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>  |   |   |
| <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>  |   |   |
| <b>PART-D: Assessment and Evaluation</b>   |   |   |
| Suggested Continuous Evaluation Methods:   |   |   |
| Maximum Marks: 100 Marks   |   |   |
| Continuous Internal Assessment (CIA): 30 Marks   |   |   |
| End Semester Exam (ESE): 70 Marks  |   |   |
| Continuous Internal Assessment (CIA): (By Course Teacher)  | Internal Test/Quiz-(2): 20 & 20<br>Assignment/Seminar- 10<br>Total Marks- 30  | Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks |
| End Semester Exam (ESE):   | Two section – A & B<br>Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks<br>Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks |   |

Name and Signature of Convenor & Members: (CBoS)

Ammis