

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: BBA/ B.VOC [BANKING AND FINANCE]

Semester: I

**ECONOMICS PAPER I
BUSINESS ECONOMICS**

Course Code: 18BB101 / 18BVB105

No. of Hours: 60

COURSE OBJECTIVES:

- To acquaint students with the principles of Business Economics as are applicable in business
- To enable the student to appreciate the utility of economics in managing a business
- To apply and understand economic principles

LEARNING OUTCOMES

- To understand the importance of business economics and its goals.
- To analyse the consumer behaviour.
- To understand the concepts of demand and its importance.
- To understand the ways to measure demand elasticity and the concepts of demand forecasting.
- To understand various concepts of production.
- To analyse various concepts of costs and its behaviour in different time periods.
- To analyse different market structures and the price determination in different time periods.
- To understand the concepts of national income and business cycle.

UNIT1: BUSINESS ECONOMICS

06 HRS

Objectives and importance of Business Economics; Goals of Business- Economic Goals, Social Goals, Strategic Goals, Business Ethics

UNIT2: CONSUMER BEHAVIOUR

10 HRS

The Law of Diminishing Marginal Utility- The law of Equi-Marginal Utility The Indifference Curve Technique- Properties, consumers' equilibrium through indifference curves

UNIT3: DEMAND ANALYSIS

12 HRS

Meaning of Demand- Determinants of demand- demand schedule-the demand curve-the law of demand, exceptions to the law of demand-types of demand.

Elasticity of demand- Price elasticity- types- total outlay method of measuring price elasticity-factors influencing elasticity of demand. Income elasticity of demand-cross elasticity of demand.

Demand Forecasting- Meaning, Types

UNIT4: PRODUCTION ANALYSIS

06 HRS

Introduction- Production Functions-Law of Variable Proportions - Isoquants and Isocosts-equilibrium through Isoquants and Iso-cost curves

Law of Supply, Elasticity of supply

UNIT5: COST ANALYSIS

09 HRS

Cost classification- Opportunity cost, Accounting and Economic Cost, Fixed and Variable Cost, total Cost, Marginal cost

Short-run total cost schedule of a firm- TFC, TVC and TC curves- the behavior of short run average cost curve- The long-run average cost curve- cost and output relations. (Simple problems); Break-Even analysis – concept
Revenue concepts- Total, Average and Marginal Revenue

UNIT6: MARKET STRUCTURE

13 HRS

Perfect Competition- meaning, features, price and output determination under perfect competition
Monopoly-meaning, features, types, price and output determination under monopoly. Price Discrimination-Price determination
Monopolistic Competition- meaning, features, price and output determination of a firm under Monopolistic competition
Duopoly- Meaning, Oligopoly- Features and strategies

UNIT7: NATIONAL INCOME AND BUSINESS CYCLES

04 HRS

National Income-meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI
Business cycles- Phases of a trade cycle- adjusting business plans to cyclical situations

REFERENCES

1. Ahuja. H.L ; ‘ Managerial Economics’, IV Revised Edition 2006. Sultan Chand and sons.
2. H.Craig Petersen, W. Chris Lewis, Sudhir K. Jain; ‘ Managerial Economics’, Pearson Education
3. D.N. Dwivedi : “Managerial Economics”, VI revised edition 2006, Vikas Publishing House Pvt. Ltd.
4. Keating, Barry and J.Holton Wilson: Managerial Economics
5. Koutsoyiannis: Modern Microeconomics
6. Salvatore, Dominick; Managerial Economics, IV Edition; Thomson South- Western.

ADDITIONAL REFERENCES

1. Dean,Joel: Managerial Economics
2. Varshney and Maheshwari : Managerial Economics
3. Mote V.L. Paul and Gupta G.S : Managerial Economics
4. D.M. Mithani : Business Economics
5. Sundaram KPM & Sundaram EM; ‘Business Economics’, 4th Edition 1997, Sultan Chand and Sons.
6. Jhingan, M.L; Macroeconomics
