

B Com SEMESTER I Business Economics- I

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
4 hours	<p>Module –I Basic concepts</p> <p>1. Definition, Scope Of Business Economics, Role of Business economist</p> <p>2. Macro And Micro Economics</p> <p>3. Equi Marginalism, Opportunity Cost,</p> <p>4. Objectives Of Business Economic-Goals Of Business</p> <p>5. Case Relating introductory concepts</p>	Lecture through PPT	Understand concepts related to Business decisions	Group assignments etc will be given
15 hours	<p>Module 2 Consumer Behaviour</p> <p>1. Utility Analysis- Cardinal Ordinal, Laws Of Consumer Behaviour</p> <p>2. Law Of Diminishing Law Of Utility</p> <p>3. Law of Equimarginal Utility</p> <p>4. Consumer Equilibrium</p>	Lecture method – use of diagrams and mathematical illustrations to explain		<p>Assignments to be given</p> <p>Student presentation using live example to explain</p>

	<p>5. Indifference Curve Analysis</p> <p>6. Consumer Surplus Mathematical Explanations</p> <p>7. Consumer Sovereignty</p>			
15 hours	<p>Module -3 Demand Analysis, Estimation and Forecasting</p> <p>Meaning :factors influencing demand, estimation and forecasting - Demand theory</p> <p>1. Types Of Demand.</p> <p>2. Demand Elasticity: Types, Measurement and</p> <p>3. Factors influencing demand</p> <p>4. Elasticity of demand and marginal revenue.</p> <p>5. Uses of elasticity concept in business decision making.</p> <p>6. Estimation of Demand function.</p>	Lecture method	<p>Demand estimation</p> <p>Elasticity its types and significance</p> <p>Mathematical problems related to elasticity</p> <p>Demand forecasting</p>	<p>Mathematical problems coupled with case study</p> <p>Student presentation based on topics</p>
6 hours	<p>Module 5</p> <p>Demand Forecasting: Importance and methods.</p> <p>Qualitative and</p>			

	<p>quantitative techniques.</p> <p>Demand forecasting for new products</p>			
10 hours	<p>Module -6 Production analysis</p> <p>1. Production function – factors influencing production function</p> <p>2. One-variable and two-variable inputs.</p> <p>3. Returns to a factor and returns to scale.</p> <p>4. Iso quants, iso cost curves and ridgelines.</p> <p>5. Optimum factor combination. Elasticity of output and Elasticity of substitution</p> <p>6. Production possibility analysis.</p> <p>7. Economies of scale- internal and external and diseconomies</p>	<p>PPT Presentation</p> <p>Production function and determinants through case</p>	<p>Time period in production and influence on production</p> <p>Economies and method to achieve the same</p>	<p>Assignments to be given</p> <p>Student presentation</p>
10	<p>Module 6</p> <p>Cost and revenue analysis –</p> <p>1. Cost theory and its applications:</p> <p>2. Types of costs. Theoretical and Empirical cost curves.</p> <p>3. Short-run and long-run cost curves.</p> <p>4. Derivation of cost functions from production functions.</p>	<p>Understanding of the different types of cost pictorial method and its utility</p> <p>Solving and understanding various cost functions</p> <p>Estimation of cost and benefits to the firm</p>	<p>The different types of cost and cost curves</p> <p>Explanation of relationship between cost and significance for the firm</p>	<p>Case study analysis of a live firm and its cost function</p> <p>Problems on cost analysis</p> <p>Problems on break even analysis and its significance</p>

	<p>5. Empirical estimation of cost functions. Economies of scale versus economies of scope.</p> <p>6. Optimum firm Learning curve</p> <p>Cost control and cost reduction.</p> <p>7. Revenue concepts and functions.</p> <p>8. Break-even analysis. Mathematical illustrations</p>			
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Hourly wise lesson Plan

Subject Name: Business Economics I

Lecture hours: 60

Objective: The course will provide the students a knowledge into the concepts and theories of economics and how they are be used in day to day business decision. How decisions with the help of economics can help in the various stages and process of business.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instruc tional techniques	Evaluation/ learning
I	Introduction	60		
1.	Definition of economics and business economics, opportunity cost	1	Lecture	Question and Answer
2.	Basic factors influencing business, scope of business economics and role of business economist	1	Lecture	Question and Answer
3.	Macro and micro economics, uses and integration	1	lecture	Illustrations
4.	Goals of business	1	Lecture	Question and Answer
5.	Group discussion –goals of business	1	Lecture	Question and Answer
	Consumer behavior Module II			
6	Utility analysis –Cardinal and ordinal utility	2	lecture	
7	Law of diminishing utility, law of Equi marginal utility	3	lecture	
8	Indifference curve analysis	2	lecture	
9	Price. Income and substitution effect,	2	lecture	

	consumer equilibrium			
10	Consumer surplus	2	lecture	
11	Consumer sovereignty	3		
II	Unit III Demand Analysis			
12	Meaning of demand	2	Lecture	Questions
13	Law of demand	2	lecture	
14	Elasticity of demand-types, mathematical problems	3	Lecture and illustrations	Assignments
15	Factors influencing elasticity of demand-case study	4	Group discussion	Questioning
	Module 4 Demand Forecasting			
16	Demand forecasting-types, methods, problems, demand forecasting for a new product, case study	6	Lecture and illustrations	
	Module 5 Production			
17	Production function-concepts	1	Lecture	
18	Law of returns to scale	2	Lecture	Assignments
19	One and two variable factor input	2	Lecture	
20	Iso quants and iso cost curves	2	Lecture	
21	Producers equilibrium Economies to scale and scope	3	illustrations	
22	Case study	1	Discussion	Discussions with group
	Module 6 Cost Analysis			
23	Cost types, cost function	2	Illustration	Assignments
24	Types short and long run	2	Lecture	

25	Relationship between the different types of curves problems	2	Illustration	Assignments
26	Revenue concepts –explanation through curves and problems	2	Illustration	Assignments
27	Break even analysis –concepts uses significance	3	Illustration	
28	Case study through problems	2	Discussion	