

# "Education for Knowledge, Science and Culture"

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS).**

**B. Com Part – I CBCS**

Revised Syllabus

(to be implemented from June, 2021)

**Semester-I, Business Economics Paper -I DSC-**

Marks 50 Teaching hours 60 Credit 4

**Course Objective:** The objective of the course is to equip the students with micro economics concepts, principles and their applications in business.

**Course Outcomes** By the end of this course it is expected that the student will be able to:

1. Capable to make difference between micro and macro economics.
2. Analyze demand function and its determinants.
3. Describe concept of production function with cost and revenue analysis.

## Semester I, Syllabus DSC

Module	Title	Teaching hours	Credit
Module I	<b>Introduction to Business Economics</b> 1.1 Meaning, Nature, Scope and Importance of Business Economics 1.2 Linkages with other branches 1.3 Distinction between Micro and Macro Economics 1.4 Types and objectives of Business Firm	(15)	1
Module II	<b>Demand and Consumer Behavior</b> 2.1 Utility- concept, types and relationship. 2.2 Demand – Meaning, Demand Function - Types demand. 2.3 Elasticity of Demand – Meaning, Concept and Types. 2.4 Estimation and applications	(15)	1
Module III	<b>Production Function -</b> 3.1 Concept of production, Meaning of Production Function. 3.2 Law of variable proportions 3.3 Law of Returns to Scale 3.4 Economies and diseconomies of scale with practical exercise .	(15)	1
Module IV	<b>Cost of production and Revenue</b> 4.1 Costs: Concept and type 4.2 Cost curve- traditional -short run and long run 4.3 Cost curve- modern approach with practical exercise . 4.4 Revenue - concepts and curves with practical exercise.	(15)	1

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS).****B. Com Part – I CBCS**

Draft Syllabus will be implemented from June, 2021

**Semester: II, Business Economics Paper –II, DSC-**

Marks 50

Teaching hours 60 **Credit 4**

**Course Objective:** The objective of the course is to get familiar with the market structure and price output determination.

**Course Outcomes** By the end of this course it is expected that the student will be able to:

1. Explain market structure and price output determination.
2. Discuss on factor pricing and its theories
3. Differentiate between pricing policy and methods.

<b>Module</b>	<b>Title</b>	<b>Teaching hours</b>	<b>Credit</b>
<b>Module I</b>	<b>Product Pricing –I</b> 1.1 Market- Meaning and structure 1.2 Perfect competition: concept and features, Price and output determination of firm and industry in short run and long run. 1.3 Monopoly: Meaning, features and price output determination. 1.4 Price discrimination and dumping with practical examples	<b>(15)</b>	1
<b>Module II</b>	<b>Product Pricing II</b> 2.1 Monopolistic Competition - Meaning and Features, price and output determination of firm in short and long run 2.2 Oligopoly and duopoly – Meaning, features and types 2.3 Monopsony- Meaning and features. 2.4 Practical studies on market structure .	<b>(15)</b>	1
<b>Module III</b>	<b>Factor Pricing</b> 3.1 Marginal Theory of Distribution 3.2 Modern theory of rent, Wages – Money and real wage, Modern theory of wage 3.3 Interest – concept, Classical and Keynesian Theory of interest. 3.4 Profit –concept, Risk Bearing and Uncertainty theories of Profit.	<b>(15)</b>	1

<b>Module IV</b>	<b>Pricing policy and Methods</b>	<b>(15)</b>	<b>1</b>
	4.1 Cost-plus Pricing, Multiple Product Pricing		
	4.2 Price skimming, Freemium pricing		
	4.3 Penetration Pricing Transfer Pricing		
	4.4 Practical applications		

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### Reference Books:

1. Marshall, Alfred (1890): Principles of Economics, Great Minds Series.
2. Stonier, Alfred W and D C Hague (1982): A Textbook of Economic Theory, London : English Language Book Society and Longman Group
3. Boulding, Kenneth E. (1955): Economic Analysis, Harper and Row.
4. Baumol, W.J.(1982): Economic theory and Operations Analysis , 4<sup>th</sup> Ed., New Delhi: Prentice-Hall.
5. Chamberlin E.H. (1962), Economic Theory of Monopolistic Competition, Harvard Economic Studies.
6. Knight, Frank H. (1921): Risk, Uncertainty and Profit, Boston, New York, Houghton Mifflin Company.
7. Gupta, G.S. (1990): Managerial Economics, New Delhi: Tata Macgraw-Hill.
8. Henderson, J.M. and R. E. Quant(1980): Microeconomic Theory: A Mathematical Approach, 3<sup>rd</sup> Ed., New Yark: MacGraw Hill.
9. Hirschey M. and Pappas, J.L. (1998): Fundamental of Managerial Economics, Sixth Edition, Chicago: The Dryden Press.
10. Mark, Hirschey (2004): Managerial Economics, 10<sup>th</sup> Ed., Singapore: Thomson Asta Pvt. Ltd.
11. Jhones, G. (1990): Economics of Manager, Hertfordshire: Prentice Hall.
12. Keynes, J.M.(1936): General Theory of Employment, Interest and Money, London: Macmillan.
13. Koutsoyiannis, A. (1971): Modern Microeconomics, London: Mackmillan.
14. McConell R. and C. Gupta(1974): Economics Vol. I, New Delhi: Tata McGraw-Hill.
15. Mansfield, E.C.(1988): Microeconomic- Selected Readings, New York: W.W. Norton.
16. Mansfield, E.C.(1990): Managerial Economics: Theory, Application and Cases, New York: W.W. Norton.
17. Marshall, A. (1920): Principles of Economics, London: Mackmillan.
18. Mehta, P.L. (1997): Managerial Economics Analysis, Problems and Cases, 5<sup>th</sup> Ed., New Delhi: Sultan Chand.
19. Mithani, D.M. (2001): “ An Evolutionary Approach to Managerial Economics in the knowledge Age: Some Reflections”,NMIMS Management Review, Vol.XIII, No.1, Jun-Dec.
20. Mote, V.L., Paul, S. and Gupta G.S.(1963): Managerial Economics-Concept and Causes, New Delhi: Tata McGraw Hill.
21. Nellis, J.G. and D. Parker (1997): The Essence of Business Economics, New Delhi: Prentice Hall of India.
22. Peterson, H.C. and W.C. Lewis (1998): Managerial Economics, 4<sup>th</sup> Ed., New Delhi: Prentice Hall of India.
23. Varshney, R.L. and Maheshwari, K.L. (1994): Managerial Economics, 13<sup>th</sup> Ed., New Delhi: Sultan Chand.

### Structure of Question Paper

<b>Written Examination</b>			<b>Total Marks</b>
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Q. No	Nature of Question	Marks	<b>35 Marks</b>
Q.1	Write short answer	5Marks	
Q.2	A. Broad Answer Question <b>Or</b> B. Broad Answer Question	10 Marks	
Q.3	A. Broad Answer Question <b>Or</b> B. Broad Answer Question	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
<b>Total Marks</b>		<b>35 Marks</b>	
<b>Internal Evaluation</b>			30 marks converted in to <b>15 Marks</b> (A+B+C)/3
Sr. No.	Evaluation Type	Marks	
A	<b>Test 1</b> (Module I and II)	10	
B	<b>Test 2</b> (Module III and IV)	10	
C	<b>Skill Assessment Activity :</b> Article review (Sem I)	10	
	Book review / poster presentation (Sem II)		
<b>Total Marks</b>		<b>30 Marks</b>	
<b>Grand Total</b>			<b>50 Marks</b>