

VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR.

B. Com Part – I CBCS

Syllabus with effect from June, 2018

Semester-I, Business Economics Paper -I DSC-1044A

Marks 40 Teaching hours 60 Credit 4

Course Objective: The objective of the course is to help student learn and understand micro economic concepts with their principles and to apply them in to a variety of business situations

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

1. Understand concept of economics, business economics and difference between micro and macro economic analysis ;
2. Know demand function and measures of responsiveness of demand with its determinants.
3. Know production function and various cost and revenue concepts and their applications
4. Understand the causes and consequences of different market structures;
5. Apply micro economic analysis to the firm under different market conditions;
6. Understand different pricing practices in business

Semester I, Syllabus DSC 1044A

Module	Title	Teaching hours	Credit
Module I	Introduction of Business Economics A) Definition, Nature and Scope of Business Economics B) Linkages with other branches C) Distinction between Micro and Macro Economics D) Types of business firms, Objectives of Business Firm	(15)	1
Module II	Demand and Consumer Behaviour A) Concept of Demand – Demand Function - Types of goods- Consumer's and Producer's goods, Perishable and Non-perishable goods, Autonomous and Derived goods B) Elasticity of Demand –Concept, Price Elasticity of Demand, Types of price elasticity of Demand, Income Elasticity of Demand and its types, Cross Elasticity of Demand C) Methods of Measuring Elasticity of Demand D) Estimation and practical applicability of elasticity	(15)	1
Module III	Production Function - A) Meaning of Production Function – Total, Average, and Marginal production. Fixed and Variable inputs.	(15)	1

	B) Law of variable proportions C) Laws of Returns to Scale D) Internal Economies and External Economies.		
Module IV	Cost of production and Revenue A) Concepts of costs: Money and Real cost, Opportunity cost, Private and Social cost, Total, Average, and Marginal costs. B) Short run and long run cost curves, Modern Approach to Cost Curves, 'L' Shaped Cost Curve C) Revenue - Meaning of Revenue – Total, Average, and Marginal Revenue. Average and Marginal Revenue Curves in Perfect Competition and Monopoly market. D) Significance of cost and revenue curves in business decision making	(15)	1

"Education for Knowledge, Science and Culture"

- Shikshanmaharshi Dr. BapujiSalunkhe

Shri Swami Vivekanand ShikshanSanstha's

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Semester: II, Business Economics Paper –II, DSC-1044B

Marks 40 Teaching hours 60 Credit 4

Module	Title	Teaching hours	Credit
Module I	Product Pricing I A) Perfect competition: Meaning and Characteristics, Price and output determination of firm in short run and long run in perfect Competition B) Monopoly: Meaning and Characteristics C) Price determination in Monopoly – Concept and types of Price discrimination, dumping D) Practical significance of Perfect Competition and monopoly	(15)	1
Module II	Product Pricing II A) Monopolistic Competition - Meaning and Characteristics, price and output determination of firm in short and long run in short run and long run B) Product Differentiation and Selling Cost C) Oligopoly – Characteristics. D) Practical significance of Monopolistic Competition and Oligopoly	(15)	1

Module III	Factor Pricing A) Marginal Theory of Distribution B) Modern theory of rent, Quasi Rent C) Wages – Money and real wage, wage differentiation and concept of wage exploitation D) Interest – Neo - Classical and Keynesian theory of interest. Profit –Risk Bearing and Uncertainty theories of Profit.	(15)	1
Module IV	Pricing Practices A) Cost-plus Pricing, Multiple Product Pricing , B) Price skimming, C) Penetration Pricing , Transfer Pricing, D) Price Discrimination and dumping	(15)	1

REFERENCE BOOKS

1. Principles of Economics – Alfred Marshall
2. Economic Analysis –Boulding E.K.
3. A Textbook of Economics – A.W Stonier & D.C. Hague.
4. Risk, Uncertainty and Profit. – F.H.Knight.
5. Economic Theory of Monopolistic Competition – Chamberlin E.H.
6. Economic theory and Operations Analysis – Baumol W.L.
7. Managerial Economics – D.Gopalkrishna .
8. Managerial Economics – Dr. M.N.Shinde.
9. Managerial Economics – D.N. Dwivedi.
10. Fundamentals Of Economics – D.N.Elhance.
11. Managerial Economics – H.C. Peterson & Cpislewis.
12. Managerial Economics – J.C.Verma.
13. Principle of Economics – K.P.M.Sundaram& M.C. Vaish.
14. Modern Economic Theory - K.K.Dewett.
15. Introduction to Positive Economics – R.J. Lipsey.
16. Advanced Economic Theory-M.L. Jhingan.
17. Economics of Imperfect Competition – Mrs.Joan Robinson.
18. Business Economics – O.M.Agarwal&R.Narayan.
19. Advanced Economic Theory – P.N. Chopra.
20. Methods in Business Statistics – R.J.Shah.
21. Economics – Samuelson.
22. Business Administration and Management – S.C. Saksena.
23. Business Management – Sinha J.C. and Mugali V.N.
24. Statistical Methods – S.P.Gupta.
25. Theory of Price – G. J. Stigler.
26. Principles of Economics. – S.M.Israney and N.K.Sastry.
27. Mathematics for Economists – Taro Yamane.
28. Business Economics – S.K.Misra&V.K.Puri.

Structure of Question Paper

Written Examination			Total Marks
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Q. No	Nature of Question	Marks	40 Marks
Q.1	Write short answer (any 2 out of 3)	10 Marks	
Q.2	A. Broad Answer Question Or B. Broad Answer Question	10 Marks	
Q.3	A. Broad Answer Question Or B. Broad Answer Question	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
	Total Marks	40 Marks	
Internal Evaluation			10 Marks
Grand Total			50 Marks
