

"Education for Knowledge, Science and Culture"

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

Vivekanand College, Kolhapur

(An Empowered Autonomous Institute)

B. Com Part-I Semester-I (Level 4.5) as per NEP (2.0)

Syllabus Implemented from June 2025

For both Group (A & B)

Group A (Major Accountancy Minor Bus. Administration)/

Group B (Major Bus. Administration Minor Business Economics)

Credit Structure

Class	Group	Semester	Subject	Paper No	Code	Credit
B.Com-I	A	I	Introductory Business Economics-I	I	2DSC02BEC11	2
			Introductory Business Economics-I	II	2DSC02BEC12	2
	B	II	Intermediate Business Economic	I	2DSC02BEC21	2
			Intermediate Business Economic	II	2DSC02BEC22	2

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Course Title: Introductory Business Economics-I

Course Code: 2DSC02BEC11

Marks: 50	Teaching hours: 30	Credit: 2
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Objective: Objective of the course is to introduce basic business economics concept for better economic decisions.

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

CO-1: Explain the meaning, scope and significance of Business Economics in decision-making

CO-2: Analyze the key characteristics, advantages and disadvantages of different business firms.

CO-3: Assess the impact of demand, supply, pricing strategies and market structures on business operations.

CO-4: Explain the concept of elasticity of demand and its significance in economic decision-making.

Module	Title	Teaching hours	Credit
Module I	Introduction to Business Economics 1.1 Meaning and Nature of Business Economics 1.2 Scope and Importance of Business Economics 1.3 Distinction between Micro and Macro Economics 1.4 Types and objectives of Business Firm	15	1
Module II	Demand and Demand Function 2.1 Utility- concept and types. 2.2 Meaning of Demand, Demand Function, Law of Demand Types of demand. 2.3 Elasticity of Demand – Meaning, Concept and Types. 2.4 Demand Forecasting Concepts and its Types	15	1

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Course Title: Introductory Business Economics-II

Course Code: 2DSC02BEC12

Marks: 50	Teaching hours: 30	Credit: 2
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Objective: Objective of course is to analyze and interpret economic concepts relevant to business decision-making.

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

CO-1 : Explain the concept, meaning and types of production functions.

CO-2 : Understand economies and diseconomies of scale affecting business operations.

CO-3 : Explain the fundamental concepts of costs and cost curves.

CO-4 : Explain the fundamental concepts of revenue and revenue curves.

Module	Title	Teaching hours	Crt
ModuleI	Production Function 1.1 Production Function: Concept, Meaning and types 1.2 Law of Variable Proportion 1.3 Law of Returns to Scale 1.4 Economies and Diseconomies of Scale	(15)	1
ModuleII	Cost of production and Revenue 2.1 Costs: Concept and types 2.2 Cost curves: Total, Average and Marginal 2.3 Revenue: Concepts and Types 2.4 Revenue Curves: Total, Average and Marginal	(15)	1

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 , 4th 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, 3rd 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, 10th 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, 5th 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, 4th Ed., New Delhi: Prentice Hall of India.
23. Varshney, R.L. and Maheshwari, K.L. (1994): Managerial Economics, 13th Ed., New Delhi: Sultan Chand.

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Course Title : Intermediate Business Economics-I

Course Code: 2DSC02BEC21

Marks: 50	Teaching hours: 30	Credit: 2
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Course Objective: Objective of the course is to analyse consumer behaviour, demand and market structures to make informed business decisions.

Course Outcomes:

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

CO1: Define and explain the meaning of a market in economic terms and its significance.

CO2: Examine different types of market structures.

CO3: Understand economic concepts to analyse real-world market situations and Business competition.

CO4: Examine pricing strategies, production decisions, and competitive tactics used by firms in various market structures.

Module	Title	Teaching hours	Credit
Module: I	Product Pricing –I 1.1 Market: Type and degree of competition 1.2 Perfect competition: Concept, Meaning, features and Price determination. 1.3 Monopoly: Concept, features and price determination. 1.4 Concept of Price discrimination and its types.	(15)	1
Module: II	Product Pricing II 2.1 Monopolistic Competition – Meaning, Features and price Determination 2.2 Oligopoly- Meaning, features, Types and Price leadership Model 2.3 Monopsony- Meaning and features 2.4 Modern Product pricing techniques	(15)	1

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Course Title: Intermediate Business Economics-II

Course Code: 2DSC02BEC22

Marks: 50	Teaching hours: 30	Credit: 2
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Course Objective: The objective of the course is to get familiar with macroeconomic concepts for better understanding the economy.

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

CO1: Explain the key principles, scope, and importance of macroeconomics.

CO2: Understand the key objectives of macroeconomics.

CO3: Explain the meaning, significance, and different components of national income.

CO4: Develop critical thinking and problem-solving skills by interpreting and applying national income data in economic analysis.

Module	Title	Teaching hours	Credit
Module I	Introduction to Macro Economics	(15)	1
	1.1 Macro Economics: Meaning, Nature, Scope, objective and limitations		
	1.2 Meaning and Concepts of National Income (GDP, NDP, GNP, NNP, PCI, PI, DI and Private Income)		
	1.3 Methods of measurement: (Product, Income and Expenditure) Difficulties in Measurement		
	1.4 Application of National Income Data		
Module II	Consumption and investment theory	(15)	1
	2.1 Says Law of Market, Theory of effective Demand		
	2.2 Keynesian theory of Employment		
	2.3 Concept of Consumption function and investment Function		
	2.4 Marginal efficiency of capital.		

Reference Books:

1. Marshall, Alfred (1890): Principles of Economics, Great Minds Series.
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- Prentice-Hall.
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