

SYLLABUS PLAN: 3rd SEMESTER 2025-26**B.Com: Business Economics
(24L5.0-COM-304)****Dr. Laxmi Narayan, Professor, Department of Economics**

Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. <i>Understanding foundational concepts of Business Economics and it's applications in business.</i> 2. <i>Understand the analytical approaches to consumer behavior, Production function and cost concepts.</i> 3. <i>Apply knowledge of market structures to analyze supply determination and managerial decision making in different competitive markets.</i> 4. <i>Evaluate the impact of external environment and common information problems on business decisions, designing effective strategists to address these challenges.</i> 		
Credits	Theory	Tutorial	Total
	03	01	04
Contact Hours	03	01	01

Syllabus Plan

Week	Topics	Activities
01.08.2025 -09.08.2025	<ul style="list-style-type: none"> o Business Economics: Definition and Meaning o Nature and Scope of Business Economics o Managerial implications of Business Economics 	Discussion on nature and scope
11.08.2025 -16.08.2025	<ul style="list-style-type: none"> o Application of Demand o Supply and Market Mechanism in Business Decisions 	Quiz on demand-supply
18.08.2025 -23.08.2025	<ul style="list-style-type: none"> o Concept and Measurement of Elasticity of Demand o Price. Income and Cross Elasticity of Demand o Managerial implications of Elasticity of Demand 	Numerical problems;
25.08.2025 -30.08.2025	<ul style="list-style-type: none"> o Law of Supply and Elasticity of Supply. o Consumer's equilibrium: Cardinal Utility Approach 	Diagram practice; Problem solving;
01.09.2025 -06.09.2025	<ul style="list-style-type: none"> o Consumer's equilibrium: Ordinal Utility Approach o Production function: short and long run-law of variable proportions o Return to factor and Law of returns to scale 	Class quiz
08.09.2025 -13.09.2025	<ul style="list-style-type: none"> o Economies and diseconomies of scale o Role of Expansion Path and Returns to Scale in Business Decisions and Strategies. 	Business examples
15.09.2025 -20.09.2025	<ul style="list-style-type: none"> o Different Types of Costs in business, Role of Short Run and Long Run Cost Curve (LAC and LMC) in Business Decisions and Strategies 	Diagram interpretation
22.09.2025 -27.09.2025	<ul style="list-style-type: none"> o Perfect competition - Meaning o Equilibrium of firm and industry in short run o Equilibrium of firm and industry in long run 	Structure comparison chart;
29.09.2025 -04.10.2025	<ul style="list-style-type: none"> o Role of time element in price determination. o Monopoly - Meaning and Causes 	Assignment-I
06.10.2025 -11.10.2025	<ul style="list-style-type: none"> o Price discriminating monopoly. o Equilibrium of a monopoly firm in short run o Equilibrium of a monopoly firm in long run 	Discussion
13.10.2025	<ul style="list-style-type: none"> o Monopolistic competition - Meaning 	Product differentiation

-18.10.2025	<ul style="list-style-type: none"> ○ Equilibrium of firm and industry in short run ○ Equilibrium of firm and industry in long run 	case;
27.10.2025 -01.11.2025	<ul style="list-style-type: none"> ○ Non-collusive oligopoly models-Cournot and Kinked Demand Curve; ○ Collusive oligopoly models– Cartels, price leaderships. 	Cartel debate
03.11.2025 -08.11.2025	<ul style="list-style-type: none"> ○ Macro Economics: concept, nature and scope. ○ Circular flow of income (four core sectors). 	Sector quiz
10.11.2025 -15.11.2025	<ul style="list-style-type: none"> ○ National income concepts (an overview) GNP, GDP, NNP, NDP. 	GDP vs GNP calculation
17.11.2025 -22.11.2025	<ul style="list-style-type: none"> ○ Inflation: types and control; Money supply (monetary aggregates); 	Classification activity;
23.07.2025 - 01.12.2025	<ul style="list-style-type: none"> ○ Fiscal policy; Monetary Policy. Business cycles and their control. 	Comparative chart
University examination		

Instructions for Paper Setters: Theory 70 Marks

1. Nine Questions will be set in all and students will be required to attempt 5 questions.
2. Question No. 1 will be compulsory and will consist of 7 short answer type questions of 2 marks spread over the entire syllabus (2*7=14 marks).
3. For the remaining four questions, students will attempt 1 out of 2 questions from each of the four units (14 marks each).

Internal Assessment: 30 Marks

- Internal Assessment would be of 30 Marks. 10 marks are for class assignment/quizzes etc. and 15 marks for mid-term examination and 05 marks for attendance.

Recommended Books/E-Resources/LMS

- Ahuja, H.L., *Macro Economics*, S. Chand Publications, New Delhi.
- Dwivedi, D.N., *Macro Economics*, Tata McGraw Hill, New Delhi.
- G.S.Gupta, *Managerial Economics*, McGraw Hill Education; 2nd edition, 2017
- Jhingan M.L., *Advanced Economic Theory*, Vrinda Publications, New Delhi.
- Koutsoyiannis A., *Modern Microeconomics*; Macmillan New Delhi.
- Paul, S., Gupta, G. & Mote, V., *Managerial Economics*, Tata McGraw Hill

Dr. Laxmi Narayan
Professor
Department of Economics
Govt. College Sihma