

**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus for FY BCom
(June 2020 Onwards)

Program: BCom

Semester 1

Course: (Ancillary) Business Economics - I

Course Code	Paper Title	Credit
	Business Economics - I	03



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1. Syllabus as per Choice Based Credit System

i) Name of the Programme	:	F.Y.B.Com. Business Economics
ii) Course Code	:	
iii) Course Title	:	Business Economics 1
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	---
		Semester End Exam:60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks, Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No
4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No



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Programme: FYBCom
 Course : Business Economics - I

Semester: I
 Course Code :

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	4	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Basic Micro Economic Concept

Course Objectives

1. To make the students aware about the Business Economics concepts.
2. To expose students of Commerce to basic Micro Economics Concepts and inculcate and the analytical approach to Business Economics.
3. To apply economic reasoning to problems of business.
4. To understand the problem of scarcity and choices. Depth of the program – Fundamental Knowledge
5. To stimulate the student's interest by showing there livable and use of various Economic theories.

Course Content

Unit No.	Module No.	Content	Lectures
1:Introduction	I	Scope and Importance of Business Economics: 10 Principles of Economics. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- Use Of Marginal analysis in decision making. The basics of market demand, market supply and equilibrium price.	12
2:Demand Analysis	II	Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) - relationship between price elasticity of demand and revenue concepts Demand Estimation and forecasting: Meaning and significance - methods of demand estimation- survey and statistical methods (numerical examples on trend analysis and	13



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		simple linear regression) Equilibrium Price, Indifference Curve, Budget Line	
3: Supply and Production Decisions	III	Law of Variable Proportions- Production function with two variable inputs- iso cost and iso-quants, ridge lines and least cost combination of inputs Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale and economies of scope	10
4: Cost of Production	IV	Cost concepts: Social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run- (hypothetical numerical problems to be discussed) Extension of cost analysis: Cost reduction through experience- LAC and Learning curve and Break Even Analysis (with business application)	10
Total No. of Lectures			45

Beyond the Syllabus

Paper presentations, Group Discussion, book reviews and visits to Institutes/ industry

Semester I: Business Economics – Paper I (Paper Pattern)

Duration:2 hours	Marks:60
Q.1 Answer any 2(Unit1) A B C	15Marks
Q.2 Answer any 2(Unit2) A B C	15Marks
Q.3 Answer any 2(Unit3) A B C	15Marks
Q.4 Answer any 2(Unit4) A B C	15Marks



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Course Outcomes

Students should be able to...

CO1	Understanding of the fundamentals of microeconomics
CO2	Understand the basic concepts and modern trends in Business Economics.
CO3	Ability to solve numerical problems based on economic concepts
CO4	Apply Business Economics concepts to understand various phenomena in day to day life.
CO5	Feel interested and motivated to pursue further study in the field of Business Economics.

Recommended Resources

Reference Books	<ol style="list-style-type: none">1. Gregory Mankiw., Principles of Microeconomics, South western Publication (2011)2. Anna Koutsoyiannis, Modern Microeconomics, Macmillan Publication, 20033. Dominick Salvatore, Microeconomics Theory and Application, Oxford Publication, 2008.4. H.L. Ahuja, Microeconomics, S. Chand & Co. Ltd.: New Delhi. 20195. D. M. Mithani, Microeconomics, Himalaya Publishing House, Ninth Edition, 20206. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2009)7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, NewDelhi, 2008).8. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2007)9. Hirchey .M., Managerial Economics, Thomson South western (2007).10. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2014)
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Syllabus Prepared by:

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|---|---------------------------------|
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Syllabus for FY BCom

(June 2020 Onwards)

Program: BCom

Semester 2

Course: (Ancillary) Business Economics - II

Course Code	Paper Title	Credit
	Business Economics - II	03



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2. Syllabus as per Choice Based CreditSystem

i) Name of the Programme	:	F.Y.B.Com. Business Economics
ii) Course Code	:	
iii) Course Title	:	Business Economic 2
iv) Semester wise Course Contents	:	Copy of the syllabus Enclosed
v) References and additional references	:	Enclosed in the Syllabus
vi) Credit structure	:	
No. of Credits per Semester	:	03
vii) No. of lectures per Unit	:	
viii) No. of lectures per week	:	03
ix) No. of Tutorial per week	:	---
		Semester End Exam:60 marks (4 Questions of 15 marks)
		Internal Assessment 40 marks: Test 15 marks,
		Project/ Assignment 15 marks
2 Scheme of Examination	:	Class Participation: 10 marks
3 Special notes, if any	:	No



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4 Eligibility, if any	:	As laid down in the College Admission brochure / website
5 Fee Structure	:	As per College Fee Structure specifications
6 Special Ordinances / Resolutions, if any	:	No

Programme: FYBCom
Course : Business Economics – II

Semester: II
Course Code :

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
3	-	-	4	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Knowledge of Basic Concepts of Micro Economics

Course Objectives

1. To make the students aware about the Business Economics concepts.
2. To help students understand how the basic concepts in economics can be used in business decision making.
3. To apply economic reasoning to problems of business.
4. To provide a link between economic concepts and real world problems through cases and examples
5. To stimulate the student's interest by showing their livable and use of various economic theories.

Course Content

Unit No.	Module No.	Content	Lectures
1:Market Structure: Perfect Competition and Monopoly	I	Perfect competition and Monopoly models as two extreme cases - profit maximization and the competitive firm's supply curve - Short run and long run equilibrium of a firm and of industry - Monopoly - Sources of monopoly power – short run and long run equilibrium of a firm under Monopoly.	10



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2:Pricing and Output Decisions under Imperfect Competition	II	Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition-equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, excess capacity and inefficiency, debate over role of advertising, (topics to be taught using case studies from real life examples) Oligopolistic Market: Key attributes of oligopoly- Collusive and non-collusive oligopoly market, Price rigidity, Cartels and price leadership models(with practical examples)	15
3: Pricing Methods	III	Cost oriented pricing methods: cost –plus (full cost)/mark-up pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)	10
4: Evaluating capital projects	IV	Meaning and importance of capital budgeting- steps in capital budgeting- Techniques of Investment appraisal: payback period method, net present value method, and Internal rate of return method (with numerical examples)	10
Total No. of Lectures			45

Beyond the Syllabus

Paper presentations, Group discussion, book reviews and visits to Institutes/ industry

Semester II: Business Economics – Paper II (Paper Pattern)

Duration:2 hours

Marks:60

Q.1 Answer any 2(Unit1)

15Marks

A

B

C

Q.2 Answer any 2(Unit2)

15Marks

A

B

C

Q.3 Answer any 2(Unit3)

15Marks

A

B

C

Q.4 Answer any 2(Unit4)

15Marks

A

B

C



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Course Outcomes	
Students should be able to... (Autonomous)	
CO1	Understand the basic concepts and modern trends in Business Economics.
CO2	Ability to analyze cause-effect relationship between economic variables
CO3	Analyze and understand market competition
CO4	Apply Business Economics concepts to understand various phenomena in day to day life.
CO5	To stimulate the student interest by showing the relevance and use of various economic theories.

Recommended Resources	
Reference Books	<ol style="list-style-type: none"> 1. Gregory Mankiw., Principles of Microeconomics, South western Publication (2011) 2. Anna Koutsoyiannis, Modern Microeconomics, Macmillan Publication, 2003 3. Dominick Salvatore, Microeconomics Theory and Application, Oxford Publication, 2008. 4. H.L. Ahuja, Microeconomics, S. Chand & Co. Ltd.: New Delhi. 2019 5. D. M. Mithani, Microeconomics, Himalaya Publishing House, Ninth Edition, 2020 6. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2009) 7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, NewDelhi,2008). 8. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi,2007) 9. Hirchey .M., Managerial Economics, Thomson South western(2007). 10. Salvatore, D.: Managerial Economics in a global economy (ThomsonSouth Western Singapore,2014)

Syllabus Prepared by:	
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