

**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 B.Com
(June 2023 Onwards) Program:

B.Com

Semester 1

Course: (Major) Business Economics - I

Course Code	Paper Title	Credit
VGUCMECO101	Business Economics - I	02

1. Syllabus as per **Choice Based Credit System**

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i) Name of the Program : F.Y.B.Com. Business Economics

ii) Course Code : **VGUCMECO101**

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 : 02

vii) No. of lectures per Unit :

viii) No. of lectures per week : 02

ix) No. of Tutorial per week : ---

1. Scheme of Examination Semester End Exam:60 marks
(4 Questions of 15 marks)

Internal Assessment 40 marks:
(Test 15 marks, Project/ Assignment 15 marks, Class Participation: 10 marks)

2. Special notes, if any : No

3. Eligibility, if any : Admission brochure / website
As laid down in the College

4. Fee Structure : specifications
As per College Fee Structure

5. Special Ordinances / Resolutions, if any : No

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Programme: FYBCom

Semester: I

Course : Business Economics - I

Course Code :
 VGVUCMECO101

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	
2	-	-	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 & principles.
2. To understand demand analysis, factors affecting demand, and forecasting of demand.
3. To understand production function in short run & long run as well as supply analysis.
4. To understand the various concepts of costs and break even analysis
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, Demand Analysis	I	Scope and Importance of Business Economics, 10 Principles of Economics. Demand, Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) Equilibrium Price, Indifference Curve, Budget Line Demand Estimation and forecasting: - survey and statistical method,	12

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2: Supply and Production Decisions	II	Production function- Law of Variable Proportions - 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.	10
3: Cost of Production & Break Even Analysis	III	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 Break-Even Analysis- Concept, Variables influencing the Break-even point, business application of break-even analysis, Limitations.	08
Total No. of Lectures			30

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)

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 3 (Short Notes from all Modules)

15Marks

- A
- B
- C
- D
- E
- F

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Course Outcomes

Students should be able to...

CO1	Understand the demand analysis in Microeconomics
CO2	Understand the supply & production analysis.
CO3	Ability to calculate break-even point.
CO4	Apply Business Economics concepts to understand various phenomena in day to day life.

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)
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Syllabus Prepared by:

- | | |
|---|---------------------------------|
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Department of Business Economics
V. G. Vaze
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| <ol style="list-style-type: none"> 2. Mr. Arun Keskar:
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3. Dr. Avinash Shendre Head & Associate Professor Department of Economics Pragati College, Dombivali	VC Nominee, Syllabus Committee
4. Dr. Manasi Gore Associate Professor Department of Economics University of Pune	1 st Subject Expert, Syllabus Committee
5. Dr. Krishna Shahane Head & Professor Department of Economics Bitco College, Nashik	2 nd Subject Expert, Syllabus Committee
6. Dr. Shivaji Pawar Head & Assistant Professor Department of Economics MCC College, Mulund West, Mumbai	Subject Expert Outside College, Syllabus Committee
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Syllabus for FY B.Com
(June 2023 Onwards)

Program: B.Com

Semester 2

Course: (Major) Business Economics - II

Course Code	Paper Title	Credit
VGUCMECO201	Business Economics - II	02

2. Syllabus as per Choice Based CreditSystem

i) Name of the Programme : F.Y.B.Com. Business Economics

ii) Course Code : **VGUCMECO201**

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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 : 02

vii) No. of lectures per Unit :

viii) No. of lectures per week : 02

ix) No. of Tutorial per week : ---

Scheme of Examination :

Semester End Exam: 60 marks
(4 Questions of 15 marks)

Internal Assessment 40 marks:

Class Test 15 marks, Project/ Assignment 15 marks,

Class Participation: 10 marks

2 Special notes, if any : No

As laid down in the College

3 Eligibility, if any : Admission brochure / website

As per College Fee Structure

4 Fee Structure : specifications

5 Special Ordinances / Resolutions, if any : No

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Program : FYB.Com
 Course: Business Economics – II

Semester: II
 Course Code: VGVUCMECO201

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	
2	-	-	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 structure of the market. (Perfect & Imperfect Market)
2. To help students, understand how the pricing practices are practiced in business.
3. Ability to evaluate Projects and decisions of investments..
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 there 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, Equilibrium of Firm & Industry - Monopoly – Revenue Analysis of Monopoly Firm, Sources of monopoly power, Equilibrium of Monopoly Firm.	10
2:Pricing and Output Decisions under Imperfect Competition	II	Monopolistic competition: Features, Product Differentiation, Short-Run & Long Run Equilibrium, Production & Selling Cost, Role of Advertisement. Oligopolistic Market:- Features, Collusive and non-collusive oligopoly market, Price rigidity, Cartels and price leadership models(with practical examples)	10

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3: Pricing Practices & Project Appraisals	III	Cost oriented pricing methods: cost –plus (full cost), Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing.	10
		Meaning and importance of capital budgeting- steps in capital budgeting- Techniques of Investment appraisal: payback period method and Internal rate of return method (with numerical examples)	
		Total No. of Lectures	30

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 3(Short Notes from all modules)

15Marks

- A
- B
- C
- D
- E
- F

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Course Outcomes	
Students should be able to...	(Autonomous)
CO1	Understand the structure of market (Perfect & Imperfect).
CO2	To understand how the pricing practices are practiced in business.
CO3	Ability to evaluate Projects and decisions of investments
CO4	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:	
1. Mr. Prasannajeet Bhave: Chairperson, Syllabus Committee Assistant Professor Department of Business Economics V. G. Vaze College, Mulund East, Mumbai.	
2. Mr. Arun Keskar: Assistant Professor Department of Business Economics V. G. Vaze College, Mulund East,	Member, Syllabus Committee



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