

Subject Title	Paper GE: BUSINESS ECONOMICS		
Class/Group	B. Com (Business Analytics (CBCS) Only	Semester	V
Paper: GE		Max. Marks: 70EE+30IE=100	
PPW: 4 Hrs.		Exam Duration: 3Hrs	

COURSE OUTCOMES GE- Business Economic, 4 Credits	
CO 1	To acquire knowledge for application of economic principles and tools in business practices
CO 2	To understand the concept of Economics

Objective: To acquire knowledge for application of economic principles and tools in business practices.

UNITS	CONTENTS
I	INTRODUCTION: Business Economics: Meaning - Nature – Characteristics - Importance and Role - Micro & Macro Economics - Scope - Objectives - Law of Diminishing marginal utility - Law of Equi- marginal utility.
II	DEMAND ANALYSIS: Meaning – Function - Factors influencing Demand -Types of Demand -Demand Curve - Law of Demand –Exceptions to the law of demand-Elasticity of Demand: Concept - Types of elasticity of demand-price, income and cross Elasticity of Demand –measurement of elasticity—arc and point methods—Importance of various Elasticity of Demand
III	SUPPLY ANALYSIS: Law of Supply - Factors influencing Supply - Market Equilibrium- Consumer Surplus - Theory of Consumer behavior - Utility and indifference curve analysis.
IV	PRODUCTION ANALYSIS: Concept of Production –production function-Total Production - Marginal Production - Average Production –returns to a factor- Law of Variable Proportions - Law of Returns to Scale –Isocost– Isoquants - Economies and Dis-economies of Scale.
V	COST AND REVENUEANALYSIS: Theory of Cost - Concepts of Cost - Short run and Long run cost curves - Traditional and Modern Approaches -Revenue Curves–relationship between total marginal and average revenues- Break Even Analysis—Meaning – Assumptions – Uses and Limitations.
Reference	Text Books & Reference Books 1. Business Economics: V. G. Mankar, Himalaya Publishing House 2. Managerial Economics: Vanith Agrawal, Pearson Education 3. Business Economics: H. L. Ahuja, S. Chand & Co. Ltd. 4. Business Economics: R. K. Lekhi, Kalyani Publishers 5. Business Economics: D. M. Mithani, Himalaya Publishing House 6. Business Economics: P. N. Chopra, Kalyani Publishers 7. Essential of Business Economics: D. N. Dwivedi, Vikas Publishers 8. Managerial Economics: Varshney and Maheswari, Sultan Chand 9. Business Economics: P. K. Mehta, Tax Mann Publication.