

DEPARTMENT OF ECONOMICS				CLASS: I B.Com (General, PA, B&I, CM)				
Semester	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
I	Allied 1	20U2KA3	<i>Business Economics*</i>	4	6	25	75	100

### Course Objectives

- To acquaint knowledge on managerial economics and apply appropriate principles in business decision
- To identify and trace various utilities and to infer the law of diminishing marginal utility
- To demonstrate the Law of Demand, Elasticity of Demand and Forecasting of Demand
- To familiarize the concept of factors of production and make a solid foundation on ISO Quant and ISO Cost lines
- To sensitize the concept of pricing policies and strategies in different business situations

Unit	Course Contents	Hours
I	<b>Nature, Scope and Methods of Managerial Economics</b> Meaning - Definition - Nature and scope of managerial economics - Methods of managerial economics - Role and functions of managerial economist – Managerial economics with other disciplines - Basic concepts in managerial economics.	18
II	<b>Cardinal Utility Analysis</b> Introduction - Concepts of Utility - Total, Marginal Utility - Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility - Consumer's surplus.	18
III	<b>Demand and Demand Forecasting</b> Demand – Meaning – Definition - Law of Demand - Demand determinants- Elasticity of Demand - Types of Elasticity of Demand - Degrees of Price Elasticity of Demand - Measurement of elasticity of Demand - Meaning of demand forecasting - Methods of demand forecasting for established products.	18
IV	<b>Production, Costs and Revenue Analysis</b> Introduction - Features of factors of production - Law of returns (Increasing, Constant and Diminishing) – Isoquant - Iso-cost line- TC – VC – FC – AC – MC – AR – MR - Factors of Production.	18
V	<b>Pricing Policies and Strategies</b> Pricing - Pricing policy - Formulation of pricing policy - Objectives of pricing policy - Factors involved pricing policy - Pricing strategies - Skimming pricing and Penetration pricing - Pricing over the life cycle of a product - Cyclical pricing - Transfer pricing - Differential pricing - Full cost pricing.	18

### Books for Studys

1. R. Cauvery, U.K. SudhaNayak, M. Girija and R. Meenakshi "*Managerial Economics*", 2002, S.Chand& Co, New Delhi.
2. V.G. Mankar, "*Business Economics*", 1999, Marcmillan India Ltd, New Delhi.

### **Books for Reference**

1. M.L. Jhingan and J. K Stephen, "*Managerial Economics*", 2012, Vrinda Publications (P) Ltd., Delhi.
2. Varshney and Maheswary, "*Managerial Economics*", 2004, Sultan Chand & Co., Delhi.
3. Managerial Economics, D. M. Mithani, "*Managerial Economics*", 2006, Himalaya Publishing House, Delhi.
4. Branton, Noel and James M. Livingstone, "*Managerial Economics in Practice*", 2001, Oxford University Press, Delhi.

### **Web Resources**

[www.edushareonline.in](http://www.edushareonline.in), [www.swlearning.com](http://www.swlearning.com)

**Pedagogy:** Chalk & Talk, Assignments, PPTs, Caselets

**\*Syllabus for the course on 'Business Economics' is being passed by the Board of Studies of Department of Economics.**

**Course Learning Outcomes:**

CLOs	On completion of the course, the students should be able to	K- Level
CLO1	Describe the concepts of managerial economics and apply appropriate principles in business decision	Up to K2
CLO2	Group various utilities and Apply Diminishing Marginal Utility at various situations	Up to K3
CLO3	Make use of Law of Demand, Elasticity of Demand and Forecasting of Demand in various market conditions	Up to K3
CLO4	Examine various factors of production and Law of Returns to production	Up to K4
CLO5	Identify appropriate policies, methods and strategies	Up to K3

**Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)**

Course Learning Outcomes (CLOs)	Programme Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism, Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	3	1	3	2	2	3
CLO 2	3	3	2	1	2	3
CLO 3	3	2	3	2	2	3
CLO 4	2	1	3	3	3	2
CLO 5	3	2	3	2	2	3

3- Advanced Application

2- Intermediate Development

1 - Introductory

**Mapping of Course Learning Outcomes (CLOs) with Programme Specific Outcomes (PSOs)**

Course Learning Outcomes (CLOs)	Programme Specific Outcomes (with Graduate Attributes)					
	PSO 1 (Knowledge Base)	PSO 2 (Problem Analysis & Investigation)	PSO 3 (Communication Skills & Design)	PSO 4 (Individual and Team Work)	PSO 5 (Professionalism, Ethics and equity)	PSO 6 (Life Long Learning)
CLO 1	3	1	3	2	2	3
CLO 2	3	3	2	1	2	3
CLO 3	3	2	3	2	2	3
CLO 4	2	1	3	3	3	2
CLO 5	3	2	3	2	2	3

3- Advanced Application

2- Intermediate Development

1 - Introductory

### LESSON PLAN

Unit	Course Contents	Hours	Mode
I	<b>Nature, Scope and Methods of Managerial Economics</b> Meaning - Definition - Nature and scope of managerial economics	6	Chalk & Talk, PPT
	Methods of managerial economics Role and functions of managerial economist –Managerial economics with other disciplines	6	
	Basic concepts in managerial economics.	6	
II	<b>Cardinal Utility Analysis</b> Introduction - Concepts of Utility -Total, Marginal Utility	7	Chalk & Talk, PPT
	Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility	8	
	Consumer's surplus.	3	
III	<b>Demand and Demand Forecasting</b> Demand – Meaning – Definition - Law of Demand – Demand determinants	6	Chalk & Talk, PPT, Assignment
	Elasticity of Demand - Types of Elasticity of Demand - Degrees of Price Elasticity of Demand - Measurement of elasticity of Demand	6	
	Meaning of demand forecasting - Methods of demand forecasting for established products.	6	
IV	<b>Production, Costs and Revenue Analysis</b> Introduction - Features of factors of production - Law of returns (Increasing, Constant and Diminishing) –	8	Chalk & Talk, PPT,
	Isoquant - Iso-cost line- TC – VC – FC – AC – MC – AR – MR	6	
	Factors of Production.	4	
V	<b>Pricing Policies and Strategies</b> Pricing - Pricing policy - Formulation of pricing policy - Objectives of pricing policy - Factors involved pricing policy	8	Chalk & Talk, PPT, Assignment, Case lets
	Pricing strategies - Skimming pricing and Penetration pricing – Pricing over the life cycle of a product - Cyclical pricing -	6	
	Transfer pricing– Differential pricing - Full cost pricing.	4	

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