

Academic Council dated 10th may 2023 as per Item Number 2.03



**DOMBIVLI SHIKSHAN PRASARK MANDAL'S,
K.V. PENDHARKAR COLLEGE OF ARTS, SCIENCE AND COMMERCE,
(AUTONOMOUS) DOMBIVLI(EAST), DIST. THANE
(Affiliated to University of Mumbai)**

Faculty of Commerce

**DEPARTMENT OF BUSINESS ECONOMICS
(programme Bachelor of Commerce: B.com.)**

**SYLLABUS FOR
F.Y.B.COM. – BUSINESS ECONOMICS (Semester I and II)**

Choice Based Credit System (CBCS)

(as per NEP – 2020)

(with effect from the academic year 2023-2024)

First Year B.Com Semester I
Course code BE23101MN

Sr. No	Course Code	Course Title	Category	Teaching Hours/week	Total Marks	Credits
01	BE23101MN	Business Economics I	MINOR	30	100	02
02	BE23202MN	Business Economics II	MINOR	30	100	02

Business Economics Paper I

Objectives:

1. To analyse various methods of demand estimation and forecasting with numerical illustrations.
2. To evaluate supply and production decisions through laws and identifying various objectives of firm in corporate world.
3. To define various concepts of costs and revenues of production and it's applicability in Brea even analysis through business applications.

Syllabus at a Glance

credits : 2

Sr No.	Module	No. of Lectures
1	Demand Analysis	10
2	Supply and Production Decisions	10
3	Cost of Production	10

Syllabus

Unit I: Demand Analysis

(10 lectures)

The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium

Demand Function - nature of demand curve under different markets

Demand Estimation and forecasting: Meaning and significance - methods of demand estimation- survey and statistical methods (numerical examples on trend analysis and simple linear regression)

Unit II: Supply and Production Decisions:

(10 lectures)

Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants and least cost combination of inputs- Long run production function and Laws of Returns to Scale

Objectives of the firm, organization and managerial goals, production goals, inventory goals, sales goal, market share goal, profit goal, staff maximizatio

Unit III: Cost of Production:

(10 lectures)

Cost concepts: accounting cost and economic cost, implicit and explicit cost, 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) LAC and Learning curve

Revenue concepts: Average, marginal and total revenue curves in different market structure - Break Even Analysis (with business applications)

Learner's Space

1. Learner will be able to understand the various concepts of costs and revenues and it's applications in Breakeven analysis in corporate world.
2. Learner will be able to evaluate various methods of demand forecasting and applying it in business practices.

References:

- 1) *Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)*
- 2) *Hirchey .M., Managerial Economics, Thomson South western (2003)*
- 3) *Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)*
- 4) *Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)*
- 5) *Gregory Mankiw., Principles of Economics, Thomson South western (2002)*
- 6) *Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)*
- 7) *Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)*

First Year B.Com Semester II

Business Economics II

Course code-BE 23202MN

Objectives:

- 1) To identify the basic features of market different structure and price determination in such markets.
- 2) To evaluate the functioning of imperfect market structure by using case studies from real life examples.
- 3) To illustrate various methods used for investment appraisal and introduce different strategies applied in world market situation used in current scenario.

Syllabus at a glance

credits :2

Sr No.	Module	No. of Lectures
1	Market Structure: Perfect Competition and Monopoly	10
2	Pricing and Output Decisions under Imperfect Competition	10
3	Evaluating Capital Projects	10

Syllabus

Unit I:Market Structure: Perfect Competition and Monopoly

(10 lectures)

Perfect competition and Monopoly models as two extreme cases - profit maximisation 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

Unit II:Pricing and Output Decisions under Imperfect Competition

(10 lectures)

Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition- equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, (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)

Unit III: Evaluating capital projects

(10 lectures)

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)

Managerial Technology- Total Quality Management- benchmarking-strategonomics- managerial marketing

Learner's Space

1. Learner will be able to identify various market structures and price determination in various markets.
2. Learner will be aware of various method of investment appraisal and strategies applied in corporate world.

References:

- 1) Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- 2) Hirchey .M., Managerial Economics, Thomson South western (2003)
- 3) Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- 4) Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- 5) Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- 6) Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
- 7) Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)

Evaluation Pattern

Internal Assessment

Maximum marks: 40

Internal Assessment will consist of one class test of 20 marks and project/assignment/presentations of 20 marks. Pattern will be as follows.

Sr. no.	particulars	marks
1	One class test	20
2.	Project /Assignment/ presentations	20

External Assessment

Maximum Marks : 60

Questions to be set: 04

All questions are compulsory carrying 12 marks each.

Q. No.	particulars	Marks
Q.1	Objective Questions (Multiple choice questions/True or false/ define the following concepts)	15marks
Q.2	Full Length Question OR Full Length Question (module 1)	15 marks
Q.3	Full Length Question OR Full Length Question (Module 2)	15 marks
Q. 4	Full Length Question OR Full Length Question (module 3)	15 marks

Note: Full length question of 15 marks may be divided into two sub questions of 08 and 07marks OR essay type question carrying 15 marks.

