

F.Y.B.Com. Business Economics Syllabus Semester I & II

PROGRAMME: B.COM (FIRST YEAR)

COURSE: BUSINESS ECONOMICS –I

PAPER: MICRO ECONOMICS-01

(Choice Based Credit System with Effect from the Academic Year 2018-19)

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| 1. Name of the Programme: | : B.COM |
| 2. Paper Code | : RJCUCOM103 |
| 3. Course Name | : Business Economics –I |
| 4. Paper Name | : Micro Economics-01 |
| 5. Semester wise Paper Contents | : Enclosed the Copy of Syllabus |
| 6. References | : Enclosed in the Syllabus |
| 7. Credit Structure | : 03 Credits per Semester |
| 8. No. of lectures | : 45 Lectures for Four Units |
| 9. No. of lectures per week | : 03 Per Week |
| 10. Scheme of Examination | : 60:40 Pattern |

F.Y.B.Com. Business Economics Syllabus Semester I & II

**Syllabus of Programme B.COM (First Year)
(With Effect from the Academic Year: 2018-19)
BUSINESS ECONOMICS–I PAPER:RJCUCOM103
SEMESTER –I**

PAPER CODE	COURSE AND PAPER NAME	LECTURES	CREDITS	MARKS
RJCUCOM103	BUSINESS ECONOMICS-I MICRO ECONOMICS 01	45	03	60

Preamble: This paper provides an overall introduction to economics as dealing with the problems of allocation of scarce resources in optimum manner. It aims to build a familiarity with the basic tools of consumer and producer theory, the operation of markets and optimization in an economic context. In order to explain economic issues and solutions in a practical manner, the concepts are to be discussed with case studies and numerical problems wherever applicable.

Unit 1: Introduction (10 lectures)

Scope and Importance of Business Economics - basic tools - Opportunity Cost principle
Incremental and Marginal Concepts - 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- shifts in the demand and supply curves and equilibrium

Unit 2: Demand Analysis (10 lectures)

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 simple linear regression)

Unit 3: Supply and Production Decisions: (12 lectures)

Production function: Short run analysis with Law of Variable Proportions- Production function with two variable inputs- 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

Unit 4: Cost of Production: (13 lectures)

F.Y.B.Com. Business Economics Syllabus Semester I & II

PROGRAMME: B.COM (FIRST YEAR)

COURSE: BUSINESS ECONOMICS –I

PAPER: COMPETITION AND MARKET STRUCTURE-02

(Choice Based Credit System with Effect from the Academic Year 2018-19)

- 1. Name of the Programme: : B.COM**
- 2. Paper Code : RJCUCOM203**
- 3. Course Name : Business Economics –I**
- 4. Paper Name : Competition and Market Structure-02**
- 5. Semester wise Paper Contents : Enclosed the Copy of Syllabus**
- 6. References : Enclosed in the Syllabus**
- 7. Credit Structure : 03 Credits per Semester**
- 8. No. of lectures : 45 Lectures for Four Units**
- 9. No. of lectures per week : 03 Per Week**
- 10. Scheme of Examination : 60:40 Pattern**

F.Y.B.Com. Business Economics Syllabus Semester I & II

**Syllabus of Programme BCOM (First Year)
(With Effect from the Academic Year: 2018-19)
BUSINESSECONOMICS I PAPER: RJCUCOM203
Semester –II**

PAPER CODE	COURSE AND PAPER NAME	LECTURES	CREDITS	MARKS
RJCUCOM203	BUSINESS ECONOMICS-I COMPETITION AND MARKEST STRUCTURE-02	45	03	60

Preamble: This paper provides an overall introduction of market structure. It aims at understanding the output price determination under different market structure. It also explains the pricing methods and case studies related with capital budgeting.

Unit 1: Market Structure: Perfect Competition and Monopoly (10 lectures)

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

Unit 2: Pricing and Output Decisions under Imperfect Competition (15 lectures)

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)

Unit 3: Pricing Practices (10 lectures)

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)

Unit 4: 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)

References:

F.Y.B.Com. Business Economics Syllabus Semester I & II**PROPOSED QUESTION PAPER PATTERN**

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment of 40 marks and External Assessment or the Semester End Examination of 60 marks. The allocation of marks for the internal assessment and semester End examination are as shown below:

(A) Internal assessment : 40 Marks

Sr. No.	Evaluation Particulars	Marks
1	MCQ	20
2	MCQ	20

(B) Semester End Examination:60 Marks
Maximum Marks: 60 Marks

Time: 2 Hours

- Note: 1) Attempt all questions.**
2) All questions carry equal marks.
3) Answer any two from each question.

Question Number	Unit	Particulars	Answer	Marks
Q.1	1	A) Full Length B) Full Length C) Full Length	Any Two	15
Q.2	2	A) Full Length B) Full Length C) Full Length	Any Two	15
Q.3	3	A) Full Length B) Full Length C) Full Length	Any Two	15
Q.4	4	A) Full Length B) Full Length C) Full Length	Any Two	15