

PunyashlokAhilyadeviHolkar Solapur University, Solapur



NAAC Accredited-2022
'B++' Grade (CGPA 2.96)

Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Business Micro Economics

Name of the Course: B.Com. I (Sem.-I & II)
(CC1 & CC2) Total Credits: 8 (4+4)

(Syllabus to be implemented from June 2022)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Choice Based Credit System Syllabus
B. Com. Part – I
Business Micro Economics- I (CC 1)
Semester – I (4 Credits)
(w.e.f. June 2022)

Total Theory Lectures-(60 per Semester)

Introduction:

The subject economics demands a peculiar style of thinking than what we experience on other subjects. So it is a big need to make aware the student of economics about the distinctions between economics and business economics, the importance of factors of business economics, consumer behavior and demand forecasting etc.

Course Objectives:

- 1) To create the ability among the students about the economic concepts and theories to the behavior of economic agents and markets.*
- 2) To make students able to apply the basic feature of consumer behavior in economics.*
- 3) To create ability among the students to forecast situation on the basis of present market situation and changes.*

Course Outcomes:

At the end of this course, student can...

- 1) Apply the knowledge of market economy and price mechanism, demand elasticity, indifference curve analysis in price fixing.*
- 2) Versed in the concepts, tools and principles in the field of business economics.*
- 3) Apply the knowledge of demand forecasting analysis in their business.*

Unit – 1	Introduction to Business Micro Economics	15
1.1. Meaning, Nature and Scope of Business Micro Economics.		
1.2. Distinctions between Economics and Business Economics.		
1.3. Importance of Business Micro Economics.		
1.4. Basic Problems of an Economy and Role of Price Mechanism.		
1.5. Features of Free Market Economy.		

Unit –2	Demand and Supply Analysis	15
<p>2.1. Concept of Demand and Law of Demand.</p> <p>2.2. Elasticity of Demand - Meaning, Types (Price, Income, Cross and Advertising), Measurement, Determinants and Importance of Elasticity of Demand.</p> <p>2.3. Concept of Supply and Law of Supply.</p> <p>2.4. Elasticity of Supply - Meaning and Determinants of elasticity of Supply.</p> <p>2.5. Determination of Equilibrium Price and Quantity through Demand and Supply.</p>		
Unit –3	The Indifference Curve Approach	15
<p>3.1. Utility Analysis and its Limitations.</p> <p>3.2. Meaning and Properties of Indifference Curve.</p> <p>3.3. Marginal Rate of Substitution and Price Income line.</p> <p>3.4. Consumer's Equilibrium.</p> <p>3.5. Price, Income and Substitution effect.</p>		
Unit –4	Demand Forecasting	15
<p>4.1. Concept of Demand Forecasting.</p> <p>4.2. Objectives of Demand Forecasting.</p> <p>4.3. Types of Demand Forecasting.</p> <p>4.4. Methods of Demand Forecasting.</p> <p>4.5. Importance of Demand Forecasting.</p>		

List of Reference Books

1. Economics - Lipsey, R.G. and A.K. Chrystal, Oxford Univ. Press
2. Economics: Principles and Applications - Mankiw, N.G., Cengage Learning.
3. Business Economics - H.L. Ahuja, S. Chand Publication
4. Managerial Economics - Suma Damodaran, Oxford University Press
5. Managerial Economics - Geetika, Ghosh & Choudhury, Cengage Learning, New Delhi
6. Managerial Economics - Moyer & Harris, Tata Mcgraw-Hill, New Delhi.
7. Modern Microeconomics - Koutsoyiannis, A., MacMillan Press.

8. Microeconomics: Theory and Applications - Salvatore, D.L., Oxford Univ. Press
9. Managerial Economics - D N Dwivedi, Vikas Publishing House.
10. Managerial Economics - D M Mithani
11. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
12. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
13. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill Education.
14. Salvatore, D. Schaum's Outline: Microeconomic Theory, McGraw-Hill, Education.
15. H.L. Ahuja, Advanced Economic Theory: Microeconomic Analysis (English) 20th Edition, S Chand Publications. 5. Case and Fair, Principles of Micro Economics, Pearson Education
16. Koutsiyannis, Modern Micro Economic Theory.
17. C Snyder, Microeconomic Theory: Basic Principles and Extensions, Cengage Learning
18. Bilas, Richard A., Microeconomics Theory: A Graphical Analysis, McGraw-Hill Education.
19. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
20. Amit Sachdeva, Micro Economics, KusumLata Publishers
२१. पिंपरकर ग्र प्र : मूल्य व वितरण- सैध्दांतिक विवेचन
२२. दोशी रविद्र व भानुशाली दुगल: सुक्ष्मलक्षी अर्थशास्त्र
२३. णांदेवाले श्रीनिवास: मूल्य सिध्दांत
२४. Damaji, kadam, Patil, Chavan: व्यवसायिक अर्थशास्त्र Phadke
Prakashan

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**Choice Based Credit System Syllabus
B. Com. Part – I
Business Micro Economics- II (CC 2)
Semester – II (4 Credits)
(w.e.f. June 2022)
Total Theory Lectures-(60 per Semester)**

Introduction:

Application of various concepts, theories and laws of economics for solving business problems derives us the use of assumption to break down complex problems in to simple analytically manageable parts. Analytical style is more demanding in business economics than in any other discipline. The study of business economics enables the commerce student to understand and solve the complex problems of today's corporate world.

Course objectives:

- 1) To create the ability among the students about the economic concepts and theories of the production and cost, market, industry and firm structure.
- 2) To make student evaluate the consequences of economic activities and institutions for individual and society.
- 3) To make student understand the determination level of various production factors.
- 4) To create ability among the students about the level of determination of breakeven point.

Course outcomes:

At the end of this course, student can...

- 1) Apply the knowledge of market economy and price mechanism, production cost analysis, market structure, distribution and breakeven analysis in price fixing, market competitors, profit level etc.
- 2) Apply marginal analysis to the firm under different market condition.
- 3) Compare and evaluate different market structures.
- 4) Analyze the meaning of various cost and their relevance for firm profitability.

Unit - 1	Production Analysis	15
1.1. Concept of Production. 1.2. Factors of Production and Its Features. 1.3. The Law of Variable Proportions. 1.4. The Law of Returns to Scale.		

1.5. Economies and Diseconomies of Scale – Internal and External.		
Unit -2	Revenue and Cost Analysis	15
2.1. Revenue Concepts: Total Revenue, Average Revenue and Marginal Revenue. 2.2. Behavior of Revenue Curves under Perfect and Imperfect Competition. 2.3. Meaning and Types of Cost (Fixed, Variable, Opportunity, Explicate & Implicate Cost) 2.4. Behavior of Cost Curves in Short Run and Long Run. 2.5. Types of Profit (Accounting and Economic).		
Unit - 3	Market Structure	15
3.1. Introduction and Classification of Market 3.2. Perfect Competition – Meaning, Characteristics and Price Determination. 3.3. Monopoly –Meaning, Characteristics, Price determination and Price Discrimination. 3.4. Monopolistic Competition – Meaning, Characteristics, Price Determination and Product Differentiations. 3.5. Oligopoly- Meaning, Characteristics and Types of Oligopoly.		
Unit - 4	Break - Even Analysis	15
4.1. Meaning and Concept of Break – Even Point. 4.2. Assumptions of Break - Even Analysis. 4.3. Determination of Break - Even point. 4.4. Importance of Break - Even Analysis. 4.5. Limitations of Break Even Analysis.		

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२३. षांदेवाले श्रीनिवास: मूल्य सिध्दांत
24. Damaji, kadam, Patil, Chavan: व्यवसायिक अर्थशास्त्र Phadke Prakashan