

St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore – 560 025

LESSON PLAN

UG DEPARTMENT

B.com Professional 2nd Semester

Subject Name: Business Economics

Lecture Hours : 60

Objective: The objective is to familiarize the students with the basic concepts in Economics, study the role of economics in Business and to make the student to understand how the Business Organizations work by applying Economic principles in their Business Management

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
Unit 1	Business Economics - To Provide students with and understanding about Business economics the scope and its uses.	2+1		
I	Meaning - Definitions - Characteristics , Scope of Business Economics	1	Lecture/PPT	
	Uses/Objectives of Business Economics ,Micro & Macro Economics	1	Lecture/Discussion	
Unit-II	Consumer Behaviour - To Understand different types approaches to study consumer behavior, different laws governing consumer behavior.	9+2		
	Basic concepts in consumer behavior	1	Lecture/Discussion	

	Cardinal approach- law of diminishing marginal utility	1	Lecture/ Black Board	
	Law of diminishing marginal utility- exception and importanace	1	Lecture/PPT	
	Law of equi marginal utility, assumptions and exceptions	1	Lecture/ PPT	
	Ordinal approach- indifference curves, meaning and basic concepts	1	Lecture/ PPT	
	indifference curves- assumptions, properties	1	Lecture/ Black Board	
	indifference curves- properties continued	1	Lecture/Black board	
	Consumer Surplus: Meaning	1	Lecture/Discussion	Assignment - CIA- 19 th November 2016
	Consumer Sovereignty - Limitations	1	Lecture/ PPT	
III	Theory Of Demand And Analysis - To explain how supply and demand are relationships between the price of a product and Identify the role of supply and demand in a market economy	14+2		
	Activity to understand Demand	1	Simulation	CIA- 26 th , November 2016.
	Demand - meaning of demand, Determinants	1	Lecture/PPT	
	Law of Demand - Characteristics - Exceptions	1	Lecture/ PPT	
	Elasticity of Demand - Price Elasticity - Types	1	Lecture/ Black Board	Q&A, Assignment
	Factors influencing elasticity of demand, Business Applications of Price Elasticity	1	Lecture/ PPT	

	Mathematical problems on Price Elasticity of demand	1	Lecture / Black board	
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	Price Elasticity of Demand Measurement By Total Outlay Method	1	Lecture / Black board	
	Concepts of Income and Cross Elasticity of Demand (sums)	1	Lecture / Black board	
	Demand Forecasting Methods- meaning , factors affecting demand forecasting	1	Lecture / PPT	
	Demand Forecasting – Survey methods	1	Lecture / PPT	
	Demand Forecasting – Statistical methods	1	Lecture / black board	
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	Demand Forecasting – Statistical methods	1	Lecture / black board	
IV	Production Function -To Know about function to determine how much output they should produce given the price of a good, and what combination of inputs they should use to produce given the price of capital and labor.	6+1		
	Law of Supply – Meaning – Determinants of Supply	1	Lecture / black board	
	Production Function: Equilibrium Though Isoquants and Isocosts	1	Lecture / black board	

	Production Function: Equilibrium Though Isoquants and Isocosts continued	1	Lecture / black board	
	Costs- meaning and types	1	Lecture/PPT	
	Relationship between different cost and breakeven analysis	1	Lecture / black board	
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V	Market structure- To Understand and identify the various types of market structures. To also understand the price output relationship.	8+1		
	Perfect completion – Features. Price output determination.	1	Lecture/ Black Board	
	Perfect completion – Price output determination.	1	Lecture/Black Board	
	Influence of time element on price and output	1	Lecture/Black Board	
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	Monopoly – Features. Price output determination.	1	Lecture/Black Board	
	Monopoly – Price output determination.	1	Lecture/Black Board	
	Monopolistic – Features. Price output determination.	1	Lecture/Black Board	
	Features of duopoly and oligopoly	1	Lecture/PPT	
	Business Cycles - To Know how to track business cycles and to study the interactions of forces that affect business activities.	7+1		
Business cycles – Meaning and phases	1	Lecture/Discussion		

VI	Effects of Business Cycles. Theory of business cycles – Multiplier and Accelerator theory.	1	Lecture/Discussion	
	Theory of business cycles – Keynesian Theory.	1	Lecture/Discussion	
	Measures to control business cycle	1	Lecture/Discussion	
	Monetary Policy	1	Lecture/PPT	
	Fiscal Policy	1	Lecture/PPT	
	Inflation – Causes and Measures	1	Lecture/PPT	

Books for Reference:

- ❖ D. M. Mithani: Business Economics.
- ❖ Dr. P. N. Reddy & H. R. Appanaiah: Essentials of Business Economics.
- ❖ H. Craig Petersen & W. Cris Lewis: Managerial Economics, PHI.
- ❖ Joel Dean: Managerial Economics.
- ❖ K. K. Dewett: Economic Theory.
- ❖ M. L. Seth: Test Book of Economic Theory.
- ❖ Mote V. L. Peul. S & G. S. Gupta: Managerial Economics, TMH.
- ❖ Petersen & Lewis: Managerial Economics.
- ❖ Sankaran: Business Economics.
- ❖ Varsheney & Maheswari: Managerial Economics.

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