St. Joseph's College of Commerce(Autonomous)

#163, Brigade Road, Bangalore- 560 025

LESSON PLAN

Subject Name: C415AR204: Business Economics

Class- B.Com - ACCA

Lecture Hours: 60

Objective: To familiarise 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 Organisations work by applying economic principles in their business management.

SI. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology / Instructional techniques	Evaluation/ Learning Confirmation
UNII T 1	Business Economics	4 hours		
1.	Meaning – Definitions – Characteristics –Scope of Business Economics	2	Lecture	Class Discussion
2.	Uses and Objectives of Business Economics- Micro & Macro Economics.	2	Lecture + Online Videos	MCQ/ quiz
UNIT 2	Consumer Behaviour	15 hours		
	Approaches to the Study of Consumer Behaviour	3	Lecture	MCQ's
	Cardinal Approach - Law of Equi-Marginal Utility	4	Lecture + Video	Graph analysis/ MCQ
	Ordinal Approach – Indifference Curve Analysis – Properties	4	Lecture + Video	Graph Analysis/MCQ
	Consumer Surplus: Meaning – Analysis – Limitations	3	Lecture + Graph +Video	Case Study
	Consumer Sovereignty – Limitations.	1	Lecture	Case Study
UNIT 3	Theory of Demand and Analysis	15 hours		
	Demand – Demand Determinants	2	Lecture	MCQ
	Law of Demand – Characteristics – Exceptions	2	Lecture	Quiz
	Elasticity of Demand - Price Elasticity - Types - Determining Factors	2	Lecture + Video	Graph Analysis/ Case Study

Change in Demand and lasticity of Demand – Business applications of Price Elasticity Concepts of Income and Cross lasticity of Demand Price Elasticity of Demand Measurement By Total Outlay Method including mathematical roblems- Survey of buyer's Intention – Collective opinion – Frend projection –Economic Indicator Demand forecasting methods for new product including mathematical problems.	3 2 3 3 3	Lecture + Video Lecture + Video Lecture + illustrations, Problems	Graph Analysis/ Class Discussion Case analysis /MCQ Problems
Applications of Price Elasticity Concepts of Income and Cross Lasticity of Demand Price Elasticity of Demand Measurement By Total Outlay Method including mathematical roblems- Survey of buyer's Intention – Collective opinion – Prend projection –Economic Indicator Demand forecasting methods for new product including	3	Lecture + illustrations, Problems	Case analysis /MCQ
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1 0		Lecture +	Problems
nathematical problems.		illustrations,	
		Problems	
roduction Function	8 Hours		
11,5 0	2	Lecture + Video	Case Study
* * *	2		
	3	Lecture	Graph Analysis
	2	Locturo I Vidoo	casa study/
-	5	Lecture + video	case study/ Discussion
<i>y</i> 1			Discussion
2	12		
		Lecture +	Discussion / MCQ
		Graph	
Influence of Time Element on		illustration +	
rice and Output		Video	
Ionopoly – Features – Price and	2	Lecture +	Graph Analysis/
Output Determination		Graph	Discussion
		illustration	
	3	Lecture +	Graph
1		· ·	Analysis/Discussion
Discriminating Monopoly			
	3		Graph Analysis /
_		· ·	Discussion
		Illustration	
		Lastura	Discussion
	T	Lecture	Discussion
	6 Hours		
2		Lecture +	Case Study
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2	2		Quiz
neory – Keynesian theory-	-		
	aw of Supply – Meaning – eterminants of Supply roduction Function: quilibrium Though Isoquants and Isocosts ypes of Cost- relationship etween different types of costs and breakeven analysis. Iarket Structure erfect Competition – Features – rice and Output Determination Influence of Time Element on rice and Output Ionopoly – Features – Price and Putput Determination rice Discrimination–Price Putput Determination Under iscriminating Monopoly Ionopolistic Competition – eatures – Price and Output etermination in Short Run and a Industry eatures of Duopoly and ligopoly. usiness Cycles usiness Cycles – Phases of usiness cycle – Effects of usiness cycles – Theories of usiness cycles Iultiplier and accelerator	aw of Supply - Meaning - eterminants of Supply2roduction Function: quilibrium Though Isoquants and Isocosts3quilibrium Though Isoquants and Isocosts3ypes of Cost- relationship etween different types of costs and breakeven analysis.3Iarket Structure12erfect Competition - Features - rice and Output Determination Influence of Time Element on rice and Output3Ionopoly - Features - Price and utput Determination Under iscriminating Monopoly3Ionopolistic Competition - eatures - Price and Output eatures of Duopoly and Industry3Ionopoly.1usiness Cycles6 Hoursusiness Cycle - Phases of usiness Cycle - Theories of usiness cycles2	aw of Supply - Meaning - eterminants of Supply2Lecture + Videoroduction Function: quilibrium Though Isoquants ad Isocosts3Lecturequilibrium Though Isoquants and Isocosts3Lecture + videoguistion for Supply of Cost- relationship etween different types of costs and breakeven analysis.3Lecture + VideoIarket Structure1212erfect Competition - Features - rice and Output Determination Influence of Time Element on rice and Output3Lecture + Graph illustration + VideoIonopoly - Features - rice Discrimination-Price tiscriminating Monopoly3Lecture + Graph illustrationIonopolistic Competition - eatures - Price and Output etermination in Short Run and Industry3Lecture + Graph illustrationIndustry1Lecture + Graph illustrationGraph illustrationIndustry2Lecture + Graph illustrationusiness Cycles - Phases of usiness Cycle - Effects of usiness cycle - Effects of usiness cycles2Lecture + Graph illustration + VideoIutiplier and accelerator2Lecture

Measures to control the Business cycle			
Monetary and fiscal policy	1	Lecture + Video	Analysis of latest policy
- Inflation- Causes and Measures	1	Lecture+ Video	Analysis of Indian economy