

**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.

<b>Sl. No</b>	<b>UNIT &amp; OBJECTIVES</b>	<b>No. of Lecture Hours</b>	<b>Methodology / Instructional techniques</b>	<b>Evaluation/ Learning Confirmation</b>
<b>UNIT 1</b>	<b>Business Economics</b>	<b>4 hours</b>		
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
<b>UNIT 2</b>	<b>Consumer Behaviour</b>	<b>15 hours</b>		
	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
<b>UNIT 3</b>	<b>Theory of Demand and Analysis</b>	<b>15 hours</b>		
	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 Elasticity of Demand – Business Applications of Price Elasticity	3	Lecture + Video	Graph Analysis/ Class Discussion
	Concepts of Income and Cross Elasticity of Demand	2	Lecture + Video	Case analysis /MCQ
	Price Elasticity of Demand Measurement By Total Outlay Method including mathematical problems- Survey of buyer’s intention – Collective opinion – Trend projection –Economic Indicator	3	Lecture + illustrations, Problems	Problems
	Demand forecasting methods for a new product including mathematical problems.	3	Lecture + illustrations, Problems	Problems
<b>UNIT4</b>	<b>Production Function</b>	<b>8 Hours</b>		
	Law of Supply – Meaning – Determinants of Supply	2	Lecture + Video	Case Study
	Production Function: Equilibrium Though Isoquants and Isocosts	3	Lecture	Graph Analysis
	Types of Cost- relationship between different types of costs and breakeven analysis.	3	Lecture + Video	case study/ Discussion
<b>UNIT 5</b>	<b>Market Structure</b>	<b>12</b>		
	Perfect Competition – Features – Price and Output Determination – Influence of Time Element on Price and Output	3	Lecture + Graph illustration + Video	Discussion / MCQ
	Monopoly – Features – Price and Output Determination	2	Lecture + Graph illustration	Graph Analysis/ Discussion
	Price Discrimination–Price Output Determination Under Discriminating Monopoly	3	Lecture + Graph illustration	Graph Analysis/Discussion
	Monopolistic Competition – Features – Price and Output Determination in Short Run and in Industry	3	Lecture + Graph illustration	Graph Analysis / Discussion
	Features of Duopoly and Oligopoly.	1	Lecture	Discussion
<b>UNIT 6</b>	<b>Business Cycles</b>	<b>6 Hours</b>		
	Business Cycles – Phases of Business cycle – Effects of Business Cycle –Theories of business cycles	2	Lecture + Graph illustration + Video	Case Study
	Multiplier and accelerator theory – Keynesian theory-	2	Lecture	Quiz

	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