

OBE based Teaching Lesson Plan 2020-2021

Program: B COM B ACCA

Course Name: BUSINESS ECONOMICS

Course Code: C4 15AR204

Semester: II

Lecture hours: 60

Faculty in-charge: MS.SANJANA.S.I

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Describe the meaning, scope of business economics and role of business economists in the context of Business decisions.	T2
CO2.	Identify the range of approaches to the study of consumer behaviour and relate its implications on Business Decisions	T1
CO3.	Relate the law of demand and its implications on demand conditions and price elasticities for developing pricing policies and strategies.	T4
CO4.	Describe the law of supply and its implications on production function and output decision.	T2
CO5.	Examine the type of market structure and relate its implications on Pricing and Output decisions of your chosen organization	T4
CO6.	Analyze the change of conditions of Business Cycles and relate its implications on Investment and production business decision in the context of contemporary monetary and fiscal policy.	T4

Continuous Internal Assessment - (Tentative Only)

- Assignment – Choose a business and analyse the consumer behaviour with special reference to price changes
- Case study analysis – special reference to business cycles
- Present the steps taken by RBI and world central banks (selected ones) to manage pandemic crisis
- Multiple choice question test
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Books for Reference:

- D.M.Mithani:Business Economics
- Dr.P.N.Reddy &H.R.Appanaiah:Essentials ofBusiness Economics
- H.CraigPetersen &W.Cris Lewis:ManagerialEconomics,PHI
- JoelDean:ManagerialEconomics
- K.K.Dewett: EconomicTheory
- M.L. Seth: Test BookofEconomicTheory
- MoteV.L. PeulS &G. S. Gupta: ManagerialEconomics,TMH
- Petersen &Lewis: ManagerialEconomics.
- Sankaran: Business Economics
- Varsheney&Maheswari:ManagerialEconomics

Approved by:

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
Module 1: Meaning- Definitions - Characteristics- Scope of Business Economics - Uses and Objectives of Business Economics- Micro & Macro Economics	CO1	4	Activity on how an individual, business firm and country allocate its limited resources to understand the concept of Economics	Lecture through discussions, Power point presentation	Q & A , Students should differentiate between Micro and Macro economic indicators	T2
Module 2: Approaches to the Study of Consumer Behaviour- Cardinal Approach - Law of Equi-Marginal Utility - Ordinal Approach - Indifference Curve Analysis - Properties - Consumer Surplus: Meaning - Analysis - Limitations- Consumer Sovereignty - Limitations.	CO2	15	Read about consumer sovereignty and analyse the reality of the same Read about the concept of Utility	Lecture through discussions, case study and explanation through graphs	Q & A Discussion, Application of the laws in business decision making	T1
Module 3: Demand- Demand	CO3	15	Activity on identifying what factors	Lecture through power point	Q & A Discussion,	T4

<p>Determinants- Law of Demand- Characteristics - Exceptions- Elasticity of Demand - Price Elasticity - Types - Determining Factors-Change in Demand and Elasticity of Demand -Business Applications of Price Elasticity- Concepts of Income and Cross Elasticity of Demand - Price Elasticity of Demand Measurement by Total Outlay Method including mathematical problems- Survey of buyer's intention - Collective opinion - Trend projection - Economic Indicator. Demand forecasting methods for a new production including mathematical problems.</p>			<p>influences student's / their household demand decision</p> <p>List out how a business determines demand</p>	<p>presentation, article study, discussions and explanation through graphs</p>	<p>Application in Business decision making</p>	
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<p>Module 4: Law of Supply- Meaning- Determinants of Supply. Production Function: Equilibrium Though Isoquants and Isocosts -Types of Cost- relationship between different types of costs and breakeven analysis</p>	CO4	8	<p>Read how producers / business firms manage their supply</p> <p>Case study analysis with special reference to Breakeven analysis</p>	<p>Lecture through power point presentation and case study</p>	Q & A Discussion s	T2
<p>Module 5: Perfect Competition- Features-Price and Output Determination -Influence of Time Element on Price and Output- Monopoly- Features-Price and Output Determination- Price Discrimination- Price Output Determination Under Discriminating Monopoly. Monopolistic Competition- Features-Price and Output Determination in Short Run and in Industry</p>	CO5	12	<p>Choose any five companies / products and analyse their competitive environment (Instructions will be given in class)</p>	<p>Lecture through power point presentation, discussions, graphical representatio n and case study</p>	Q & A Presentatio n	T4

<p>- Features of Duopoly and Oligopoly.</p>						
<p>Module 6 Business Cycles-Phases of Business cycle-Effects of Business Cycle -Theories of business cycles-Multiplier and accelerator theory - Keynesian theory- Measures to control the Business cycle- Monetary and fiscal policy-</p>	<p>CO6</p>	<p>6</p>	<p>Read / watch videos on Great depression, Recession</p> <p>Visit RBI website and read the monetary and fiscal policy, current rates</p>	<p>Lecture through power point presentation, through graphs and article study</p>	<p>Q & A Discussions</p> <p>Analyse at which phase the current economic situation is heading to</p>	<p>T4</p>

Inflation- Causes and Measures.						
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