BUSINESS ECONOMICS
Revised Syllabus and Paper Pattern of F.Y.B.Com: Business Economics -PAPER I
w.e.f. Academic Year 2014-15

SEMESTER- I

Module I - Demand Analysis	Demand Function and determinants of demand – Concept and Importance of Elasticity of Demand: Income, Cross and Promotional – Consumer's Surplus – Demand Forecasting: meaning, significance and methods – Case Studies.	(15 Lectures)
Module II - Theory of Production	Production function; Short Run and Long Run – Law of Variable Proportions – Iso-quants – Producer's Equilibrium – Returns to Scale – Economies of Scale – Case Studies.	(10 Lectures)
Module III - Theory of Cost	Cost Concepts: Social and Private costs, Economic and Accounting Costs, Fixed and Variable Costs, Opportunity Cost – Behavior of Cost Curves: Short Run and Long Run – Producer's Surplus - Case Studies.	(10 Lectures)
Module IV - Revenue Analysis	Revenue Concepts: Total Revenue- Average revenue and Marginal Revenue under Perfect Competition and Monopoly – Objectives of a Firm: Profit, Sales and Growth Maximization – Types of Profit – Break-Even Analysis – Case Studies.	(10 Lectures)
F.Y.B.Com.: Business Economics - Paper II		
SEMESTER- II		
Module I -Market Structure	Short-run and long-run equilibrium of a firm and Industry under perfect competition – Sources of monopoly – Short-run and long-run equilibrium of a firm under monopoly – Features: Monopolistic Competition and Oligopoly – Case studies	(15 Lectures)
Module II - Pricing Practices	Pricing Practices: Price Discrimination, Dumping, Marginal-cost pricing, Cost-plus pricing, Multiple-product pricing.	(10 Lectures)

Module III - Market Failure	Market Failure: Concept of market failure and inefficiency (Productive and allocative inefficiency using PPC) – Causes of market failure (Public goods, Market power, Externalities , Information asymmetry and Equity) – Government intervention and market efficiency – Case studies	(10 Lectures)
Module IV - Capital Budgeting	Capital Budgeting: Meaning and Importance- Investment Criteria: Pay Back Period Method, Net Present Value Method, and Internal Rate of Return Method - Case Studies.	(10 Lectures)

REFERENCES

1. Bradley R. Schiller, *The Macro Economics Today*, Tata McGraw-Hill, 2011.
2. B. Douglas Bernheim and Michael D. Whinston, *Microeconomics*, Tata McGraw-Hill, 2011.
3. Lipsey, R.G. and A.K. Chrystal, *Economics*, Oxford Univ. Press, 2007.
4. Mankiw, N.G., *Economics: Principles and Applications*, Cengage Learning, 2009.
5. Pindyck, R.S. and D.L. Rubinfeld, *Microeconomics*, Pearson Education, 2008.
6. Stiglitz, J.E. and C.E. Walsh, *Principles of Economics*, W.W. Norton, 2002.
7. Salvatore, D.L., *Microeconomics: Theory and Applications*, Oxford Univ. Press, 2008.
8. Suma Damodaran, *Managerial Economics*, Oxford University Press, 2006
9. Varian, H.R., *Intermediate Microeconomics: A Modern Approach*, W.W. Norton, 2002.
10. Sen, Anindya, *Microeconomic Theory*, Oxford Univ. Press, 1999.
11. Koutsoyiannis, A., *Modern Microeconomics*, MacMillan Press, 1979.
12. H.L. Ahuja, *Business Economics*, 1999.
13. H.L. Ahuja, Principles of Microeconomics

PAPER PATTERN

F.Y.B.COM. -: BUSINESS ECONOMICS - PAPER I & II
Internal and External Examination for Semesters I and II

Internal Examination

The Internal Examination will be of 25 marks and is split into –
   i) Test Paper of 20 marks consisting of questions of objective types and case studies.
   ii) 5 marks for responsible behavior and active class participation

External Examination

Question Paper Pattern for Semester End Examination.
There will be **Five** questions in all. All the questions are **COMPULSORY** and will have internal choice. (Total 75 marks)

Q1. **Module I** (Total marks 15)
Three questions: A BC.
Attempt any Two

Q2. **Module II** (Total marks 15)
Three questions: A BC.
Attempt any Two

Q3. **Module III** (Total marks 15)
Three questions: A BC.
Attempt any Two

Q4. **Module IV** (Total marks 15)
Three questions: A BC.
Attempt any Two

Q5. **Modules I to IV** (Total marks 15)
 a. True or False with reasons. Attempt any Four out of Eight: Two from each module. (2 marks each)
 b. Choose the correct option. Attempt any Seven out of Twelve: Three from each module. (1 mark each)