

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2	BBAMJ-502	Business Economics	Major	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe fundamental business economics concepts and market equilibrium.
CO2	Apply the laws of production to optimize output levels.
CO3	Analyze the various types of market structures.
CO4	Evaluate the various macroeconomic concepts affecting the overall economy
CO5	Interpret the emerging trends, patterns, and technological advancements within key sectors.

Detailed Syllabus**Section A**

Unit I: Introduction and Basic Concepts: Meaning, Nature, Scope and Importance of Business Economics, Concept and difference of Micro and Macro Economics; Demand Analysis-Individual demand, Market Demand, Law of demand, determinants of demand; Supply Analysis-Individual Supply, Market Supply, law of supply, determinants of supply.

(10 Hrs)

Unit II: Production Analysis: Concept of Production Function; Total, Average and Marginal Production; Law of Variable Proportions; Law of Returns to Scale; Economies and Diseconomies of Scale- Internal and External; Cost Theory and Analysis: Types of Cost, Cost Estimation in the Short and Long Run.

(10 Hrs)

Unit III: Market Structure: Types and features of different forms of market: Perfect competition; Monopoly; Monopolistic competition; Oligopoly- Sweezy Kinked Demand Curve, Duopoly.

(09 Hrs)**Section B**

Unit IV: Macroeconomic Environment and Policy: National Income- GDP, GNP, and NNP, Methods of measuring national income; Inflation and Deflation, Fiscal and Monetary Policy.

(09 Hrs)

Unit V: Sectoral Analysis: Introduction to Sectoral Analysis- Definition and importance, Techniques of sectoral analysis; Manufacturing Sector- Structure and characteristics, Trends and growth patterns, Competitive analysis; Service Sector- Importance in Modern Economies, Emerging trends and challenges, Case Studies and applications.

(10 Hrs)**Textbooks:**

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Microeconomics	Robert Pindyck Daniel Rubinfeld, Sreejata Banerjee	Pearson	9 th (2022)
2	Managerial Economics and Business Strategy	Michael Baye, Jeffry Prince	McGraw Hill	10 th (2022)

Reference Books:

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Principles of Microeconomics	Dominick Salvatore	Oxford University Press	5 th (2018)