

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1.4	BBALLB-104	Business Economics	Generic Core	4	4	0	0	30	70	100

**Course Outcomes**

At the end of the course the student will be able to: -	
CO1	Explain the concepts of microeconomics and its interrelations.
CO2	Articulate the dynamics of demand and supply for economic decisions.
CO3	Analyse business decisions in the context of markets.
CO4	Evaluate the role of banking in market structure.
CO5	Analyse the inflationary tendencies in relation to production, cost, revenue and price.

**Detailed Syllabus****Unit-I: Basics of Microeconomics:**

- 1.1 Meaning, Nature and Scope of Economics
- 1.2 School of thought in Economics and Its Characteristics
- 1.3 Concept of Macro-economics and Microeconomics
- 1.4 Role of an Economist as Scientist, Political Advisor and Types of Economic Activities
- 1.5 Evolution of Economic System and Concept of Economic policies

**(10 Hrs)****Unit-II: Concept of Demand and Supply**

- 2.1 Concept of Demand, Individual Demand and Market demand
- 2.2 Law of Demand, Demand Curve, Movement of Demand Curves
- 2.3 Elasticity of Demand, Factors affecting Elasticity of Demand
- 2.4 Concept of Supply, Supply Curve and Elasticity of Supply and Factors affecting Elasticity of Supply
- 2.5 Concept of Determination of Price with the help of Demand and Supply

**(10 Hrs)****Unit-III: Markets**

- 3.1 Meaning, Definition and Characteristics
- 3.2 Perfect and Imperfect competition
- 3.3 Types of Economic Markets, Characteristics of different types of Economic Markets
- 3.4 Pricing strategy; Meaning and Importance and types
- 3.5 Choosing the right Marketing Strategy

**(09 Hrs)****Unit-IV: Introduction to Banking**

- 4.1 Meaning of Bank and Banking, Functions of Bank – Structure and Classification of banks in India
- 4.2 Development Banks: Types and Key characteristics
- 4.3 Difference between Development Banking and Commercial Banking
- 4.4 Reserve Bank of India (RBI) and It's control on commercial banks
- 4.5 Central Banking Requirements: Liquidity Adjustment facility – CRR, SLR, REPO, Reverse REPO

**(10 Hrs)****Unit-V: Inflation**

- 5.1 Inflation - Meaning, Types, Causes and Effects
- 5.2 Measures to control Inflation
- 5.3 Effect of Inflation on the Economy
- 5.4 Deflation – Meaning, Concept, Causes and Measures to control Deflation
- 5.5 Difference between Inflation and Deflation

**(09 Hrs)**

**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Modern Economic Theory	K.K. Dewett & M.H. Navalur	Sultan Chand and Sons	Revised ed., 2015.
2.	Modern Microeconomics	A. Koutsoyiannis	Macmillan Press Ltd.	2 <sup>nd</sup> , 2020.

**Reference Books**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Microeconomics	Robert Pindyck and Daniel Rubinfeld	Pearson Education	8 <sup>th</sup> , 2017.
2.	Economics	Paul A Samuelson, William D Nordhaus	McGraw Hill Education	20 <sup>th</sup> , 2009.