



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

BUSINESS ECONOMICS (BBAMJ502)

BBA-5th SEMESTER

ACADEMIC YEAR (2024-25)

Dr Rakesh Sharma

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
BBAMJ-502	Business Economics	Major	4	4	0	0	40	60	100
Faculty Details	Rakesh.mba@mietjammu.in								

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)



S.No.	Name of the Books	Author	Publisher Name	Edition (Pub. yr.)
1	Microeconomics	Robert Pindyck Daniel Rubinfeld, Sreejata Banerjee	Pearson	9th (2012)
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 Name	Edition (Pub. Yr.)
1	Principles of Microeconomics	Dominick Salvatore	Oxford University Press	5 th (2018)

ADDITIONAL WEB RESOURCES

1.	MOOC: Managerial Economics and Business Analysis https://www.coursera.org/specializations/managerial-economics-business-analysis
2.	NPTEL: Video lectures on Managerial Economics Lecture series by Prof. Trupti Mishra School of Management, IIT Bombay https://archive.nptel.ac.in/noc/courses/noc20/SEM2/noc20-mg67/

COURSE PLAN

Unit-I Introduction to Managerial Economics		
S.No	Topics	Recommended Books
1	Meaning, nature, scope of Business Economics	Book 1, Ch.1
2	Importance of business economics	Book 1, Ch.1
3	Concept of Micro and Macro Economics	Book 2, Ch.1
4	Demand and Its Determinants	Book 1, Ch.3
5	Law of demand	Book 1, Ch.4
6	Supply analysis-Individual and Market Supply	Book 1, Ch.5
7	Law of Supply and Determinant of Supply	Book 1, Ch.1
Unit-II Production Theory		
8	Concept of Production function	Book 1, Ch.6
9	Total average and marginal production	Book 1, Ch.6
10	Law of Variable proportions and returns of scale	Book 1, Ch.6
11	Economies and Diseconomies of scale	Book 1, Ch.6
12	Cost theory and analysis	Book 1, Ch.7
13	Types of Cost	Book 1, Ch.7
14	Cost estimation Short Run	Book 1, Ch.7
15	Long Run Cost estimation	Book 1, Ch.7
Unit-III Market Structures		
16	Introduction to Market Structures	Book 2, Ch.9
17	Perfect competition and pricing	Book 2, Ch.9
18	Monopoly and pricing	Book 2, Ch.9
19	Monopolistic Competition and Pricing	Book 2, Ch.10
20	Oligopoly and Pricing	Book 2, Ch.10



Unit-IV Macroeconomic Environment and Policy		
22	Introduction to Macroeconomics	Book 1, Ch.15
23	National Income	Book 1, Ch.15
24	Methods on measuring national income	Ref Book 2, Ch.15
25	Monetary Policy	Ref Book 1, Ch.15
26	Fiscal Policy	Book 1, Ch.15
27	Inflation and Deflation	Book 1, Ch.12
Unit-V Sectoral Analysis		
28	Introduction to sectoral analysis	Book 1, Ch.15
29	Techniques of sectoral analysis	Book 1, Ch.15
30	Manufacturing sector	Ref Book 1, Ch.15
31	Fiscal Policy	Ref Book 1, Ch.15
32		Ref Book 1, Ch.15
33	Economic Indicators	https://www.investopedia.com/terms/e/economic_indicator.asp
34	Deflation	https://www.investopedia.com/terms/i/inflation.asp

GRADING AND ASSESSMENT

- **Sessional Test 1:** 10 marks
- **Sessional Test 2:** 10 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:05 PM - 12:55 PM)
Friday (12:05 PM - 12:55 PM)
- **Contact Information**
rakesh.mba@mietjammu.in



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