COURSE DATA SHEET

SEMESTER	**I**	**BATCH**	2026-2027
COURSENAME	**Business Economics**	**COURSE CODE**	26UBAGE1001
COURSE UNITS	5	**COURSE TYPE**	Elective II - Generic (Trans-disciplinary course offered to other departments)
CONTACT HOURS (L-T-P)	4-1-0 (Total Hours: 75)	**CREDITS**	4
DEPARTMENT	BBA	**SHIFT & TIMINGS**	Shift - I, 8:20 am - 12:50 pm

COURSE OBJECTIVES	
1	To introduce the fundamental concepts and scope of business economics
2	To analyze demand and supply functions with relevance to market behavior
3	To understand the theory of production and cost in the context of business operations
4	To study market structures and their impact on pricing and output decisions
5	To apply macroeconomic concepts in business environments

COURSE OUTCOMES: On completion of the course the students will be able to…

	CO Statement	**Cognitive Level**
CO1	Understand the fundamental concepts and principles of economics relevant to business decision-making	K1-K2 (Understand and Apply)
CO2	Analyze demand and supply functions, elasticity, and their implications in business contexts	K2-K4 (Apply and Analyze)
CO3	Apply cost and revenue concepts to determine optimal production and pricing decisions	K2-K4 (Apply and Analyze)
CO4	Evaluate different market structures (perfect competition, monopoly, oligopoly) and their impact on business strategy	K1-K6 (Understand, Apply, Analyze and Evaluate)
CO5	Understand macroeconomic indicators and policies affecting business environments, such as inflation, GDP, and fiscal policy	K1-K6 (Understand, Apply, Analyze and Evaluate)

SYLLABUS

UNIT	TOPICS	HOURS
1	Fundamentals and Basic Elements of Micro Economics: The Economic Problem - Scarcity and Choice, Nature and Scope - Micro and Macro Economics - Determinants of Demand, Law of Demand - Supply Schedule - Determinants of Supply - Law of Supply.	15
2	Producer and Consumer Behavior: Theory of Production - Factors of Production, Production Function, Law of Variable Proportions. Theory of Cost - Short Run and Long Run Average, Marginal and Total Cost Curves - Law of Diminishing Marginal Utility.	15
3	Analysis of Market: Concept of Market and Main Forms of Market - Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.	15
4	National Income and Various Indian Economy Challenges: Circular Flow of Income - Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost).	15
5	Introduction of Indian Economy: Pre- and Post-Independence - Current Challenges Facing by Indian Economy - Human Capital Formation, Poverty, Dynamics.	15
Note (if any)	Theory-based Generic Elective course; no practical component.	

TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Sankaran, S. (2024). Managerial economics. Margham Publications. 2. Reddy, T. S., & Murthy, A. (2024). Business Economics. Margham Publications. 3. Sundharam, K. P. M., & Sundharam, E. N. (2022). Business Economics (5th ed.). Sultan Chand & Sons. 4. Ahuja, H. L. (2022). Business Economics: Micro and Macro Analysis (13th ed.). S. Chand Publishing. 5. Dwivedi, D. N. (2022). Business Economics. Vikas Publishing House.
Books For Reference	1. Sarda, P. (2024). Business economics. Taxmann Publications. 2. Salwan, P. M., & Jindal, P. (2023). Business economics (4th ed.). Taxmann

	Publications. 3. Gupta, C. B. (2023). Managerial economics and business economics. Sultan Chand & Sons. 4. Maheshwari, S. N., & Maheshwari, S. K. (2023). Business economics. Himalaya Publishing House. 5. Mishra, J. P. (2022). Business economics. Sahitya Bhawan Publications.
E-Learning Resources	1. https://businessjargons.com/determinants-of-elasticity-of-demand.html 2. http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134 3. https://www.intelligenteconomist.com/profit-maximization-rule/ 4. ttps://scholar.cu.edu.eg/?q=mahmoudarafa/files/l.3_market_structures_and_price.pdf 5. http://www.economicsdiscussion.net/inflation/inflation-types-causes-and-effects-with-diagram/6401

PEDAGOGY (TEACHING METHODOLOGY):

- Lecture
- Problem-Based Learning
- Assignments
- Presentations and Seminars
- Quiz
- Technology-Enabled Learning
- Peer Learning
- Role Play
- Continuous Assessment Activities
- Flipped Classroom Approach

CO-PO AND CO-PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	2	2	2	2
CO2	3	2	2	3	1	1	1	2	2
CO3	2	2	2	2	2	2	2	1	2
CO4	2	3	2	3	2	2	3	2	1
CO5	2	2	2	2	3	3	2	2	1
Average	2.2	2.2	2.6	2.4	2	2	2	1.8	1.6

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING

CO	PO/PSO	Level of Correlation	Justification
CO1	PO1	Moderate	This course outcome builds core domain knowledge in economics and business decision-making, which directly supports PO1.
CO1	PO2	Moderate	Understanding concepts and principles improves logical thinking and life-skill-based interpretation of business situations.
CO1	PO3	Moderate	Grasping economic fundamentals helps students analyze basic business problems and identify suitable responses.
CO1	PO4	Moderate	The conceptual foundation supports further study in economics and related management disciplines.
CO1	PO5	Moderate	Knowledge of economics contributes to employability and preparedness for industry-relevant roles.
CO1	PO6	Moderate	Economics education also supports responsible and ethical decision-making in business contexts.
CO1	PSO1	Moderate	It contributes to acquiring the knowledge and skills required by the industry and business sector.
CO1	PSO2	Moderate	Students gain a basic understanding useful for entrepreneurial thinking, though not yet directly venture-oriented.
CO1	PSO3	Moderate	Economic concepts help students make informed decisions in organizations or future ventures.
CO2	PO1	Strong	This outcome requires strong conceptual understanding of market behavior and economic relationships.
CO2	PO2	Moderate	Analysis of demand, supply, and elasticity strengthens reasoning and interpretation of real-life business situations.
CO2	PO3	Moderate	It directly develops analytical skills through problem solving and market analysis.
CO2	PO4	Strong	The outcome is important for higher-level economic learning and advanced managerial studies.

CO2	PO5	Low	The outcome has some employability value, but the connection is indirect compared with the core analytical and academic aspects.
CO2	PO6	Low	Ethical and moral values are only indirectly related here, so the linkage is limited
CO2	PSO1	Low	The focus is more analytical than directly industry-skill based.
CO2	PSO2	Moderate	Market analysis can support entrepreneurial decision-making, especially in pricing and demand estimation.
CO2	PSO3	Moderate	It helps in making critical business decisions based on market conditions.
CO3	PO1	Moderate	Students apply core economic knowledge to business operations and decision-making.
CO3	PO2	Moderate	The outcome improves logical interpretation of cost, revenue, and production relationships.
CO3	PO3	Moderate	It develops analytical ability to identify optimum production and pricing choices.
CO3	PO4	Moderate	The content supports further academic study in managerial economics and related areas.
CO3	PO5	Moderate	Cost and revenue analysis is relevant to employability in business and finance-related roles.
CO3	PO6	Moderate	Responsible decision-making in pricing and resource use reflects ethical business conduct.
CO3	PSO1	Moderate	This contributes to practical knowledge and skills needed in business environments.
CO3	PSO2	Low	It has limited direct connection to entrepreneurship, though it helps in venture planning.
CO3	PSO3	Moderate	It supports critical decision-making in organizations and business ventures.
CO4	PO1	Moderate	The outcome applies domain knowledge to market structure and competitive strategy.
CO4	PO2	Strong	Evaluating market structures requires strong reasoning and

			interpretation of competitive conditions.
CO4	PO3	Moderate	It strengthens problem-solving by comparing market forms and their strategic effects.
CO4	PO4	Strong	The outcome is strongly linked to advanced study in economics, strategy, and management.
CO4	PO5	Moderate	Understanding market structures is useful for employment in business analysis and strategic roles.
CO4	PO6	Moderate	Ethical implications of pricing, competition, and monopoly practices are relevant here.
CO4	PSO1	Strong	It provides industry-relevant understanding of competitive market environments.
CO4	PSO2	Moderate	Knowledge of market structures supports entrepreneurial planning and market entry decisions.
CO4	PSO3	Low	The link to personal venture decision-making exists, but is less direct than PSO1.
CO5	PO1	Moderate	This outcome builds knowledge of macroeconomic conditions influencing business decisions.
CO5	PO2	Moderate	Interpreting GDP, inflation, and policy effects strengthens life-skill-based reasoning.
CO5	PO3	Moderate	It develops analytical ability to assess external economic challenges and their business impact.
CO5	PO4	Moderate	The outcome prepares students for higher studies in economics, business, and public policy.
CO5	PO5	Strong	Macroeconomic awareness is important for employability and preparedness in dynamic business environments.
CO5	PO6	Strong	Understanding economic policies and their social impact supports responsible and ethical citizenship.
CO5	PSO1	Moderate	It supports industry readiness through awareness of the economic environment.
CO5	PSO2	Moderate	It can inform entrepreneurial planning by helping students understand inflation, policy, and growth conditions.

CO5	PSO3	Low	The linkage to immediate venture-level decision-making is indirect.