



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATA SHEET

SEMESTER	I	BATCH	2026
COURSE NAME	BUSINESS ECONOMICS	COURSE CODE	26UCCGE1001
COURSE UNITS	5	COURSE TYPE	Generic Elective(GE) - I
CONTACT HOURS (L-T-P)	3-1-0	CREDITS	4
OFFERED BY	B.Com(CA)	SHIFT (I / II) Shift I - 8:15 am - 12:50 pm Shift II - 1:00 pm - 5:30 pm	Shift II - 1:00 pm - 5:30 pm

COURSE OBJECTIVES

1	To understand about the introduction of Economics
2	Ability to gain the knowledge of Demand and Supply, Elasticity and Demand Forecasting
3	To learn about the Law of Diminishing Marginal Utility.
4	To understand about the concept of Law of variable proportion and Break Even Analysis.
5	To learn about Product Pricing-Monopoly, Monopolistic and Oligopoly.

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

	CO Statement	Cognitive Level
CO1	Explain the positive and negative approaches in economic analysis	K1-k3 (Understand and Analyze)
CO2	Understand the factors of demand forecasting	K1-k3 (Understand



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		and Apply)
CO3	Know the assumptions and significance of the indifference curve	K1-k4 (All levels)
CO4	Outline the internal and external economies of scale	K1-k2 (Understand and evaluate)
CO5	Relate and apply the various methods of pricing	K1-k3 (Understand and Apply)

SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction to Business Economics Definition – Scope and Importance of Business Economics -Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles –Concept of Efficiency- Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.	15
2	Demand and Supply Functions Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium	15
3	Consumer Behaviour Definition of consumer behaviour – Impact of consumer behaviour to market - Law of Diminishing Marginal utility – Equi Marginal Utility – Indifference Curve – Definition, Properties and equilibrium.	10
4	Production Law of Variable Proportion – Laws of Returns to Scale – Producer's Equilibrium– Economies of Scale - Cost Classification – Break Even Analysis	10



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5	Product Pricing Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods.	10
Note (if any)		60

TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. S. Shankaran – <i>Business Economics</i>, Margham Publications, Chapter 17, 2022 2. P.L. Mehta – <i>Managerial Economics: Analysis, Problems & Cases</i>, 14th Edition, Sultan Chand & Sons, New Delhi, 2022 3. Francis Cherunilam – <i>Business Environment</i>, 9th Edition, Himalaya Publishing House, Mumbai, 2022 4. Peter Mitchelson and Andrew Mann – <i>Economics for Business</i>, Thomas Nelson, Australia, 2023 5. C.M. Chaudhary – <i>Business Economics</i>, RBSA Publishers, Jaipur, 2023
Books For Reference	1. R. G. D. Allen. <i>Economics of the Firm: Theory and Practice</i>. 4th Edition, Routledge, 2022 2. William F. Samuelson & Stephen G. Marks. <i>Managerial Economics: Principles and Worldwide Applications</i>. 8th Edition, Wiley, 2022. 3. Christopher R. Thomas & S. Charles Maurice. <i>Managerial Economics</i>. 13th Edition, McGraw-Hill Education, 2022. 4. Dominick Salvatore. <i>Managerial Economics in a Global Economy</i>. 9th Edition, Cengage Learning, 2023. 5. David W. Pearce II & Richard A. Turner. <i>Managerial Economics: A Strategic Approach</i>. 3rd Edition, McGraw-Hill Education, 2023



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E-Learning Resources	1. www.economicconcept.com 2. www.tutorialspoint.com 3. www.economicsdiscussion.net 4. www.umass.edu 5. www.researchgate.net
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PEDAGOGY (TEACHING METHODOLOGY):

- MCQ
- Web resources
- Student Assignments

CO-PO AND CO-PSO MAPPING:									
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2
CO4	3	2	2	3	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2
Average (Use only filled in cells for calculation)	3	2	2.6	2.8	2.2	2	2	2	2

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

JUSTIFICATION OF CO-PO/PSO MAPPING			
CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Students will acquire Moderate Domain Knowledge in the concept of Business Economics.



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	PO2	2	Students will acquire Moderate life skills about positive and normative Economics.
	PO3	2	Students will get basic domain skills.
	PO4	2	Student will apply this knowledge in higher education
	PO5	2	Students will get basic domain skills.
	PO6	2	Students can provide moderate contributions to ethical and moral values to society.
	PSO1	1	Possess basic domain knowledge in Economies of scale.
	PSO2	2	Possess basic domain skills in Theory of production.
	PSO3	2	Apply the knowledge for gaining employment or doing higher studies.
CO2	PO1	3	Students will acquire Moderate domain knowledge through the law of Demand and its Elasticity of demand.
	PO2	2	Students will acquire Moderate knowledge about the law of supply and demand..
	PO3	3	Possess basic domain knowledge in product pricing.
	PO4	3	Student will apply this knowledge for higher education
	PO5	2	Acquire moderate knowledge in pricing policies.
	PO6	2	Very good direct contribution to the development of society through their own business.
	PSO1	2	Acquire moderate domain knowledge through the understanding of consumer behavior.
	PSO2	2	Acquire moderate domain skills through analyzing the different schemes provided by Business Economics.
	PSO3	2	Very helpful for doing business and for higher studies.



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CO3	PO1	3	Moderate Domain Knowledge for conceiving ideas in theory of production
	PO2	2	Acquire good life skills for analyzing ideas of Business opportunity.
	PO3	3	Provide solutions for selecting the ideas of business economics.
	PO4	3	Mandatory to do higher studies.
	PO5	2	Mandatorily it is helpful for doing research.
	PO6	2	Very good contribution to do the business with ethical and human values.
	PSO1	2	Acquire good domain knowledge for getting business ideas and convert their ideas into products.
	PSO2	2	Possess good domain skills for converting business ideas into products.
	PSO3	2	Mandatory for doing business and for higher studies.
CO4	PO1	3	Students will acquire Moderate Domain Knowledge in the concept of EDP
	PO2	2	Acquire good life skills by attending EDP
	PO3	3	Design solution for conducting EDPs
	PO4	3	Mandatory to enrich the EDP
	PO5	2	Mandatorily it is helpful for doing research.
	PO6	2	Very good contribution to the business world through EDPs and also create ethical and human values.
	PSO1	2	Acquire good domain knowledge by attending EDPs
	PSO2	2	Acquire good life skills by conducting EDP



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	PSO3	2	Moderate domain skills for conducting MDPs and TPs.
CO5	PO1	3	Acquire Good Domain Knowledge in the concept of entrepreneurial growth.
	PO2	2	Students will acquire Moderate life skills about the Franchising/Dealership.
	PO3	3	Provide solution for problems of women entrepreneurship
	PO4	3	Students will apply this knowledge for doing higher education or research.
	PO5	2	Mandatorily it is helpful for doing research for the development of women entrepreneurship.
	PO6	2	Very good direct contribution to SHG
	PSO1	2	Acquire moderate domain knowledge through the understanding of changing economic scenario for small and medium scale entrepreneurs
	PSO2	2	Acquire good life skills by Development of women entrepreneurship
	PSO3	2	Moderate domain skills for starting incubation centres.