

CBCS Pattern Syllabus w.e.f. June 2018 Onwards
Faculty of Commerce
B.Com. F.Y. (First Semester)
Business and Industrial Economics

Theory-80
Practical/ Sessional -20

Objectives: This course is meant to acquaint the students with the principles of Business economics as are applicable in business.

Unit I: Introduction to Business Economics:-
Meaning, Definition, Nature, Characteristics, Significance and Scope of Business Economics, Objectives of Business Firm.

Unit II: Theory of Consumer Behaviour:-
The indifference curve approach, meaning, definition, assumptions and properties of indifference curve, consumers equilibrium.

Unit III: Elasticity of Demand:-
Concept, measurement and determinants of elasticity of demand, Price elasticity, income elasticity and cross elasticity, Average Revenue, marginal Revenue, importance of Elasticity of demand, Demand forecasting Methods.

Unit IV: Market Structures:-
Market Structures and Business decisions, objectives of a business firm, Perfect Competition: Meaning, concept and features, Monopoly Meaning, concept and features. Securities Exchange Board of India (SEBI), Foreign Exchange Management Act (FEMA)

Unit V: Factor Pricing:-
Marginal productivity theory and demand for factors, nature of supply of factor inputs, determination of wage rate under perfect competition and monopoly, interest concept, theories of interest.

Suggested Readings:

1. Ahuja H.L. Business Economics : (S.Chand and Co. New Delhi.)
2. Koustsoyianni : A Modern Micro Economics : (Macmillan New Delhi)
3. D.M. Mithani, G. K. Murthy : Fundamentals of Business Economics, (Himalaya Publishing House Mumbai)
4. R. Kaweri and Others: Managerial Economics. (S.chand and Co. New Delhi.)
5. G.N. Zambre : Business Economics : (Primplapure Publishers Nagpur.)
6. Nellis and Parker : The Essence of Business Economics, (Prentice Hall, New Delhi.)
7. Stigler G. The Theory of Price. (Prentice Hall New Delhi.)
8. V.G. Mankar : Business Economics, (Himalaya Publishing House, Mumbai.)