

AC –

Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Name of the Course: Business Economics – I (Microeconomics)

Semester II

Programmes	
1.	B.Com. in Management Studies (BMS)
2.	B.Com. in Accounting and Finance (BAF)
3.	B.Com. in Banking and Insurance (BBI)
4.	B.Com. in Financial Markets (BFM)

**Syllabus for 2 credit Course
From the academic year 2024-2025**

Name of the Course: Business Economics – I (Microeconomics)

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	To introduce students to basics of microeconomics and develop skills to use the knowledge of microeconomics in business decision making.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 marks (20 marks CE and 30 marks SEE)
7	Course Objectives: By end of this course student should be able to: <ul style="list-style-type: none"> 5) understand the concept of elasticity of demand and its applications in managerial decision-making. 6) comprehend the meaning and importance of production and cost functions. 7) define perfect competition, monopoly, monopolistic completion, oligopoly and recognize its features and significance in the market. 	
8	Course Outcomes: Upon completion of this course students will be: <ul style="list-style-type: none"> 5) able to calculate and interpret price elasticity, income elasticity, cross elasticity, and promotional elasticity of demand, and apply these concepts to real-world managerial scenarios. 6) able to differentiate between various types of production functions and analyze short-run and long-run cost functions to make informed business decisions. 7) able to comprehend how business decisions are taken under different market conditions. 	

9	<p style="text-align: center;">Module 1: Demand, Production and Cost Analysis (15 hours)</p> <ul style="list-style-type: none"> • Demand Analysis: Elasticity of Demand (Price, Income, Cross, Promotional and its applications in managerial decision-making process) • Production Analysis: Meaning and types of production function- Production Isoquants and their properties. • Cost Analysis: Short-run and long run cost functions. <p style="text-align: center;">Module 2: Business Decisions in Competitive Markets (15 hours)</p> <ul style="list-style-type: none"> • Perfect Competition: Meaning, features, and importance. • Monopoly: Meaning, features and reasons behind rise of monopolies. • Monopolistic and Oligopoly: Meaning, features and use of concentration ratio in oligopoly.
10	<p>References:</p> <ol style="list-style-type: none"> 9) Dominick Salvatore and Siddhartha Rastogi: Managerial Economics-Principles and Worldwide Applications, Oxford University Press, 8th Edition, 2017, New Delhi. 10) Ivan Png: Managerial Economics, 5th Edition, Routledge, 2016, New Delhi. 11) N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: Business Economics, 1st Edition, 2013, Cengage Learning. 12) Robert Pindyck and Daniel Rubinfeld: Microeconomics, 8th Edition, Pearson, 2018, New Delhi

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
12	Continuous Evaluation through:		
	Sub-components	Maximum Marks	Minimum Passing Marks in Each of the Sub-components
	4) Written assignment of 1000 words involving analysis of events related to the course taken from a newspaper, magazine, journal etc.	5	A learner must be present for each of the sub-components.
	5) Book review. The book selected must be approved by the teacher. A report of 1000 words must be submitted.	5	
	6) MCQ Based Test	10	
	Total	20	
13	Format of Question Paper: for the final examination		

Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30

Duration: 1 hour.

Note: All questions are compulsory.

Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks	From
1)	Attempt any 1 question out of the following 3:	15 marks	Module I
	a) Full length question		
	b) Three Notes (5 Marks Each)		
	c) Application/Numerical Question		
2)	Attempt any 1 question out of the following 3:	15 marks	Module II
	d) Full length question		
	e) Three Notes (5 Marks Each)		
	f) Application/Numerical Question		

Signatures of Team Members

Name	Signature
Dr. Vasudev Iyer	