Faculty of Management Studies
Bachelor of Business Administration (Semester -I)
In Effect from Academic Year 2025-26

Branch Name:	Management
Program Code:	MS01
Course Title:	Business Economics
Course Code:	21-BAM203-1C

Course Objective: This course offers a comprehensive introduction to economics and economic activities, providing students with a thorough understanding of fundamental principles. Students will master the mechanics of supply and demand, learning how these forces drive the allocation of goods and services and how changes in demand and supply affect market dynamics. They will also analyze the decision-making processes of rational consumers, identify key characteristics of different market structures, and understand the interplay between production, costs, and profit. Furthermore, students will gain insight into major economic variables, including output, prices, inflation, interest rates, and exchange rates. The course will also delve into the effects of monetary policy on individual behavior and the overall economy.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
3	1	0	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Overview of Economics: Meaning, Definition, Nature and Scope, Need to Study Economics, Usefulness in Managerial Decision Making. Difference between macro and micro economics	**14**	**23%**
2	The market forces of supply and demand-Law of Demand-Law of Supply-Elasticity and its applications (Numerical related to Price elasticity and income elasticity of demand). The costs and economics of production, the concept of opportunity cost, sunk cost, Fixed and variable costs, AVC, ATC, AFC and Marginal Cost (MC). Laws of returns to scale and Economies and diseconomies of scale. Factors of production and their characteristics	**14**	**23%**
3	Market structure and its features: Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly	**14**	**23%**
4	Measuring a nation's income Measuring the cost-of-living Savings and investment, Production and growth, Concepts of GDP, GNP, PPP, The monetary system (Role of Central Bank in controlling Money Supply in the Economy), Concepts of Inflation, Deflation, Stagflation and Recession	**14**	**23%**
5	Contemporary issues related to macro and micro economics	**04**	**08%**
	Total Hours	**60**	**100**

Text Books:

- N.Gregory Mankiw, Economics: Principles & Applications, Cengage., LatestEdition.

Reference Books:

- P. Samuelson and W. Nordhaus, “Economics”, McGraw Hill Education, 2010.
- N. Dwivedi, “Managerial Economics”, Vikas Publishing House, 2010.

Course Outcomes (CO):

1. Understand how basic concepts of microeconomics (such as demand, supply and elasticity) can be used to explain the behaviour of individuals, households or firms.
2. Analyse the relationship between inputs used in production and the resulting outputs and costs.
3. Evaluate the different market structures and equilibrium for different industries.
4. Understand how macroeconomic variables like inflation, GDP, GNP, PPP etc affect the economy

Mapping of CO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CO1	H		M		L	L		H
CO2	L		L	M			L	
CO3		L	H	H		M	H	M
CO4	M		H		L		M	Lss

H: High, M: Medium, L: Low