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|---|---|
| **Branch Name:** | MANAGEMENT |
| **Program Code:** | MS301 |
| **Course Name:** | Business Economics |
| **Course Code:** | 3MS3010103T |
| **Pre-requisite Course:** | None |

**Course Objectives:**

1. Understand the fundamental concepts of microeconomics and macroeconomics and apply economic principles to managerial decision-making.
2. Analyze market demand and supply, production costs, pricing strategies under different market structures, and their implications for business organizations.
3. Evaluate macroeconomic indicators, monetary policies, and contemporary economic issues to assess their impact on business performance and strategic decision-making.

**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) |
| 4 | - | - | 4 | 50 | 50 | - | - | 100 |

**Subject Contents:**

| Module No. | Contents | 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.<br>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 | **4** | **8%** |

**Text Books**

1. N.Gregory Mankiw, Economics: Principles & Applications, Cengage., Latest Edition.

**Reference Book**

1. P. Samuelson and W. Nordhaus, "Economics", McGraw Hill Education, 2010.

2. N. Dwivedi, “Managerial Economics”, Vikas Publishing House, 2010.

**Journals/Magazines**

- The Accounting Review /Journal of Accounting Research
- Indian Journal of Accounting
- Business Today / Business India / The Chartered Accountant

**Course Learning Outcomes (CLO): On completion of this course, the students will be able to:**

| CLO | Description | Bloom's Taxonomy Level |
|---|---|---|
| CLO1 | Explain the fundamental concepts of microeconomics, including demand, supply, elasticity, production, and cost, and apply them to managerial decision-making. | Understand |
| CLO2 | Analyze production processes, cost behaviour, and pricing decisions under different market structures to evaluate business performance. | Analyze |
| CLO3 | Evaluate macroeconomic indicators such as GDP, GNP, PPP, inflation, monetary policy, and contemporary economic issues to assess their impact on business organizations and the economy. | Evaluate |

**Mapping of CLOs with Pos & PSOs**

| Course Learning Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
| **CLO1** | H | M | – | – | – | – | – | – | H | M |
| **CLO2** | M | H | M | M | – | – | – | – | H | H |
| **CLO3** | H | H | M | M | M | – | – | – | M | H |

**H: High, M: Medium, L: Low**

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