COURSE DESCRIPTION			
Program	**Computer Application & Business Management**		
Course Title	**Business Economics**		
Course Code	**1252**	**Semester**	**I**
Type of Course	**Theory**	**Contact Hours**	**60**
Teaching Scheme (L: T:P:R)	**4:0:0:0**	**Credits**	**4**
CIE Marks	**40**	**ESE Marks**	**60**

Introduction

Business Economics is a branch of economics that connects economic theory with business practice. It helps students understand how business decisions are taken under conditions of scarcity and competition. Concepts like demand, cost, pricing, and market structures are explained in a simple and practical manner. For polytechnic students, it builds a foundation for understanding business and industry.

Course Objectives

1	To understand basic economic concepts and principles relevant to business and managerial decision-making.
2	To develop the ability to analyse demand, supply, and production decisions using simple economic tools and real-life business examples.
3	To apply cost and pricing concepts in simple business situations for effective planning and profit analysis.
4	To provide an understanding of basic macroeconomic issues and the structure of the Indian economy affecting business activities.

Course Pre-requisite

Topic	Course code	Course Title	Semester
NIL			

Course Outcome

CO	Course Outcome	Blooms Taxonomy Level
CO1	Identify and explain fundamentals of economic concepts	Understand
CO2	Identify, illustrate and apply demand and cost concepts to business situations	Apply
CO3	Recognise market structures and pricing methods and apply them in business context	Apply
CO4	Describe the Indian economic environment and discuss the reforms in different sectors.	Understand

CO-PO mapping

COURSE ARTICULATION MATRIX											
Course Outcomes	PROGRAM OUTCOMES										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	-	-	-	-	-	-	-	-	-
CO2	3	3	2	-	-	-	-	-	-	-	-
CO3	3	3	3	-	-	2	-	-	-	-	-
CO4	3	2	-	2	-	3	-	-	-	-	-
CO5	12	10	5	4	-	5	-	-	-	2	-
Correlation Level	3	2.5	2.5	3	-	2.5	-	-	-	2	-
Legends: 1 - Low; 2 - Medium; 3 - High; No Correlation - "-"											

Teaching and Assessment Scheme

Teaching Scheme/Week				Self-learning (SS)/Week	Total Hours/Semester	Credits C	Examination Scheme						
							Theory			Practical			Total
L	T	P	S				CIE	ESE	Total	CIE	ESE	Total	
4	0	0	0	6	60	4	40	60	100	0	0	0	100
L: Lecture (One unit is of one-hour duration with one credit), T: Tutorial (One unit is of one-hour duration with one credit), P: Practical (One unit is of one-hour duration with 0.5 credit), S: Project (One unit is of one-hour duration with 0.5 credit) SS: Self-Learning, CIE: Continuous Internal Evaluation, ESE: End Semester Examination													

Syllabus – Major Topics

Module	Title	Major Topics	Instructional Hours	
			L	T
Module I	Economics: Meaning, Importance, and Business Applications	Meaning and definition of Economics- - Microeconomics and Macroeconomics (basic idea)- Economic Principles Underlying Business Decisions- Fundamentals and concepts of economics	14	0
Module II	Market Forces and Production Concepts	Meaning of demand and supply- Law of demand and law of supply- Factors affecting demand and supply- Elasticity of demand – concept and applications- Production function- Factors of production-scale of production-Importance of MSMEs in economic development	16	0
Module III	Cost Analysis, Market Structures, and Pricing Strategies	Cost concepts: Fixed cost and variable cost, Average cost and marginal cost Break-even analysis - Meaning of market- Types of markets: Perfect competition, Monopoly, Monopolistic competition, Oligopoly Pricing methods: Cost-plus pricing Competitive pricing	15	0
Module IV	National Income, Inflation, and Business Environment	National Income, Inflation, and Business EnvironmentMeaning of national income-GDP and GNP – basic understanding-Inflation: meaning, causes, and effects- Business cycles- Features of Indian economy- Agriculture, industry, and service sectors- Liberalization, Privatization, and Globalization (LPG reforms)	15	0

Detailed Syllabus

Subtopic	Student Learning Outcome	Mode of delivery (L/T)	Mapped CO	Taxonomy Level	Instructional Hours
Module I					
Definitions and scope of economics	Recall the wealth, welfare, scarcity and growth definitions	L	CO1	Remember	1
Micro and macroeconomics	Recall the definition and scope of micro economics and macro economics	L	CO1	Remember	1
Definitions and scope of economics	Explain the scope of economics-traditional and modern approach	L	CO1	Understand	1
Business Economic Principles	Describe the importance of economic principles underlying business decisions	L	CO1	Understand	2
Fundamentals and concepts of Economics	State the meaning of wants and list out its characteristic	L	CO1	Understand	1
Fundamentals and concepts of Economics	Explain the classification of human wants	L	CO1	Understand	1
Fundamentals and concepts of Economics	Describe goods and identify the different types of goods	L	CO1	Understand	1
Fundamentals and concepts of Economics	Distinguish between wealth and welfare	L	CO1	Understand	1
Fundamentals and concepts of Economics	Distinguish between value and price	L	CO1	Understand	1
Fundamentals and concepts of Economics	Understand the concept of utility and list out different kinds of utility.	L	CO1	Understand	1
Fundamentals and concepts of Economics	Recall the law of diminishing marginal utility	L	CO1	Remember	1
Fundamentals and concepts of Economics	List out limitations and exceptions to the law of diminishing marginal utility (numerical examples)	L	CO1	Understand	2
Module II					
Meaning of demand and supply	State the meaning of demand	L	CO2	Remember	1
Meaning of demand and supply	State the meaning of supply	L	CO2	Remember	1
Law of Demand and Law of Supply	State and describe the law of demand using examples	L	CO2	Apply	1
Law of Demand and Law of Supply	List the assumptions and limitations, understand demand schedule and demand curve (small numericals)	L	CO2	Understand	2
Law of Demand and Law of Supply	State and describe the law of supply using examples	L	CO2	Apply	1

Law of Demand and Law of Supply	List the assumptions and limitations-understand supply schedule and supply curve (small numericals)	L	CO2	Understand	2
Factors Affecting Demand and Supply	Identify factors that influence demand and supply in real-life situations.	L	CO2	Remember	1
Elasticity of Demand – Concept and Applications	Recognise the concept of elasticity of demand and factors affecting it	L	CO2	Understand	1
Elasticity of Demand – Concept and Applications	Illustrate and describe in brief the importance of income, price and cross elasticity of demand in business pricing decisions.	L	CO2	Understand	1
Production function	Summarize the concept of production function	L	CO2	Remember	1
Factors of Production	Identify and explain the concept and features of factors of production: land, labour, capital, and organisation.	L	CO2	Understand	1
Scale of production	Explain scales of production large scale production	L	CO2	Understand	1
Scale of production	Discuss the importance and features of small scale and large-scale production	L	CO2	Understand	1
Importance of MSMEs in economic development	Familiarize the meaning, classification and importance of MSMEs in economic development	L	CO2	Understand	1
Module III					
Cost Concepts	Explain different types of costs- Fixed, Variable, Average, Marginal cost, Opportunity cost (numerical examples)	L	CO3	Understand	2
Break-Even Analysis	Recall the importance of breakeven analysis in business decisions(numerical examples)	L	CO3	Understand	2
Break-Even Analysis	Illustrate and interpret break even analysis and its use in business decisions. (numerical examples)	L	CO3	Apply	2
Meaning of Market	Define market and its role in business.	L	CO3	Understand	1
Types of markets	Identify Perfect Competition market and understand characteristics	L	CO3	Understand	1
Types of markets	Identify Monopoly market and understand characteristics	L	CO3	Understand	1
Types of markets	Identify Monopolistic Competition market and understand characteristics	L	CO3	Understand	1
Types of markets	Identify Oligopoly market and understand characteristics	L	CO3	Understand	1
Pricing Methods	Define Cost-Plus Pricing in business scenarios	L	CO3	Remember	1
Pricing Methods	Explain Competitive Pricing in business scenarios (numerical examples)	L	CO3	Understand	2
Pricing Methods	Identify how pricing affects sales and profit.	L	CO3	Understand	1
Module IV					
Meaning of National Income	Explain national income and its importance	L	CO4	Remember	1
Meaning of National Income	Identify the measures of income- GDP, GNP, NNP, PCI, NDP, PI, DPI (only concept)	L	CO4	Understand	1
Inflation-Meaning, Causes, and Effects	Identify causes and effects of inflation	L	CO4	Understand	1
Inflation-Meaning, Causes, and Effects	Describe the impact of inflation on business decisions.	L	CO4	Understand	2
Business Cycles	Identify phases of business cycles and their implications for business planning.	L	CO4	Understand	1
Identify phases of business cycles and their implications for business planning. Features of Indian Economy	Describe the key features of the Indian economy.	L	CO4	Understand	1
Agriculture, Industry, and Service Sectors	Explain the role of the agriculture sector in economic development.	L	CO4	Understand	2

Agriculture, Industry, and Service Sectors	Explain the role of the industry sector in economic development.	L	CO4	Understand	2
Agriculture, Industry, and Service Sectors	Explain the role of the service sector in economic development.	L	CO4	Understand	2
Liberalization, Privatization, Globalization (LPG Reforms)	Explain LPG reforms and their impact on Indian business and economy.	L	CO4	Understand	2

Suggested Student Activities for Self-Learning

Week	Self-Learning description	Hours
Module I		
1	Observe daily economic activities and identify examples and write it down in note book Read one economic news item	6
2	Collect examples showing demand, supply, and price changes in your local markets and discuss in class Discuss topics like “Why economics is important in daily life” in groups	6
3	Study a small shop or business and identify economic problems faced by it. See an economic video and discuss with your teacher and ask doubts related to it	6
4	Study all the fundamental concepts and concept it with daily examples Find a suitable product and make a table of total and marginal utility Read and write down concepts of wealth, welfare, income, and price to understand basic economic activities and everyday decision-making.	6
Module II		
5	Take a visit to a local market and note changes in prices of a product over a week and identify how supply and demand affect prices. Conduct a short survey on consumer preferences for a product in a group and identify factors that influence demand.	6
6	Draw demand and supply curves and illustrate market equilibrium and see how the effect of price changes on equilibrium. Read a news article on price fluctuations of essential goods.	6
7	Observe a local business and identify land, labour, capital, and organization. Analyse a small bakery and note inputs and outputs.	6
8	Visit a local small-scale enterprise (e.g., a bakery, handicraft unit (MSME) , collect data analyse and present the findings in class Highlight real-life examples of MSMEs	6
Module III		
9	Identify a small business (local shop, bakery) Find the fixed costs, variable costs, Calculate total cost for a month or week and find cost structure of that business. Discuss in group your findings in class.	6
10	Choose a local small business (shop, bakery) Find their production costs and prepare a breakeven analysis	6
11	Study the market where business operates and note number of sellers, product differentiation and others iscuss in group your findings in class	6
12	Explore how the business sets its prices and discuss why the business chooses pricing strategy. Discuss in group your findings in class	6
Module IV		
13	Collect recent data for India’s GDP, GNP, and NNP from newspapers or government websites. Discuss with your teacher and peer groups which sector (agriculture, industry, services) contributes most to national income.	6
14	Check prices of common goods (vegetables, petrol) over 2 weeks Compare price changes and have a debate in class.	6
15	Track the economic, political, social, technological, factors affecting small businesses in your locality. Recognise in what ways businesses adapt to changing business environments and discuss in groups in classroom. Write a short report in 1 to 2 pages on how national income impacts economy of India	6
Total Self-Learning hours		90

Learning Resources

TEXT BOOK			
Sl. No.	Title	Author	Publication
1	Business Economics	Dewett, K. K	S. Chand & Company Ltd.
2	Business Economics	Ahuja, H. L	S. Chand & Company Ltd.

3	Managerial Economics: Introductory	Dwivedi, D. N.	Vikas Publishing House Pvt. Ltd.

REFERENCE			
Sl. No.	Title	Author	Publication
1	Economics	Samuelson, P. A., & Nordhaus, W. D.	McGraw-Hill Education
2	Managerial Economics	Samuelson, P. A., & Nordhaus, W. D.Samuelson, P. A., & Marks, S. G.	McGraw-Hill Education

WEB RESOURCES		
Sl. No.	URL	Modules Covered
1	https://www.investopedia.com/terms/e/economics.asp	I
2	https://www.khanacademy.org/economics-finance-domain	I
3	https://www.economicsonline.co.uk/Market_failures/Demand_and_supply.html	II
4	https://www.coursera.org/learn/managerial-economics	II
5	https://www.investopedia.com/terms/b/breakevenanalysis.asp	III
6	https://corporatefinanceinstitute.com/resources/knowledge/economics/cost-concepts/	III
7	https://www.indiabudget.gov.in/economicsurvey/	IV
8	https://www.worldbank.org/en/country/india/overview	IV

Assessment Methodology – Theory

Mode	Attendance	CA1	CA2	CA3	CA4	CA5	CA6	ESE
		Self-learning activities (Module 1)	Self-learning activities (Module 2)	Self-learning activities (Module 3)	Self-learning activities (Module 4)	Series Exam (2 modules)	Series Exam (2 modules)	Written Exam (theory)
Duration						2 hours	2 hours	2.5 hours
Exam mark		15	15	15	15	50	50	60
Converted to						20	20	
Marks	5	15				20		60
Total	40							60
Tentative schedule	End of semester	By 4th week	By 7th week	By 11th week	By 14th week	8th week	15th week	End of semester

Series Examination Pattern- Theory

Time	Module	Part A	Marks	Part B	Marks	Part C (With choice)	Marks	Total
2 hours	Any one module	2	1	3	3	2	7	25
	Any one module	2	1	3	3	2	7	25
	Number	4		6		4		50

End Semester Examination Pattern of Question Paper - Theory

Duration	Module	TYPE OF QUESTIONS						Total Marks
		Part A (2 Questions from each module)		Part B 2 out of 3 questions from each module)		Part C (1 set questions with choice from each module)		
		No. of Questions	Marks (1 mark each)	No. of Questions	Marks (3 marks each)	No. of Questions	Marks (7 marks each)	

2.5 hours	1	2	2	3	6	1 set	7	15
	2	2	2	3	6	1 set	7	15
	3	2	2	3	6	1 set	7	15
	4	2	2	3	6	1 set	7	15
		8	8	12	24	4 sets	28	60