

Shivaji University, Kolhapur
Programme: B. Com.
Level 4.5 Semester-I
Course Code: DSC (D) - I
Business Economics Paper I
(Introduced from June 2024)

Course Outcomes:

After the successful completion of this course students will be able to:

1. Understand the concept, nature & importance of Business Economics
2. Able to do demand analysis
3. Decide optimum production level
4. Familiar with various types of production cost and revenue

4 Credits	100 marks (Semester end examination 80 and internal evaluation 20)	Total 60 hours
Unit No.	Course Content	No. of Hours
Unit-I	Introduction to Business Economics	15 hours
	Meaning, Nature and Scope of Business Economics Features and importance of Business Economics Firm – Meaning and Nature Objectives of business firm- Prime and Sub	
Unit-II	Demand Analysis	15 hours
	Meaning and determinants of demand Law of Demand Elasticity of Demand – concept, Types and Importance Demand forecasting -Meaning, Methods and Importance	
Unit-III	Production Function	15 hours
	Meaning & features of production function, Types of Production Function – Short Run and Long Run Law of Variable Proportion Law of Returns to Scale Internal and External economies and diseconomies of scale	
Unit-IV	Cost and Revenue	15 hours
	Meaning & types of production cost Cost curves – Total, Average and Marginal in short run and long run Meaning and Types of Revenue Revenue curves in different Market Structure	

Reference Books Recommended:

1. Puri V.K.,(2006)"Business Economics" Himalaya Publishing House, New Delhi.
2. JhinganM.L.,(1986)"MicroEconomicTheory"VikasPublication,NewDelhi.
3. Doshi R.R.,(1999),"Modern Business Economics" Modern Publication, New Delhi
4. Business Economics- Mithani D.M
5. JhinganM.L.,(1986)"Micro Economic Theory" Vikas Publication, New Delhi.
6. Ahuja H.L.(2003)"Advanced Economic Theory" Seth Publication
7. Business Economics- Ahuja H.L.

Nature of University Question
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Time: 3 Hours

Total Marks 80

QuestionNo.1	a) Multiple Choice Questions (6 Questions - 4 alternatives each)	12Marks
	b) Match the following (Two Columns-Four pairs)	04Marks
	b) Two statements (Answering true or false)	04 Marks
QuestionNo.2	Write Short Notes (Any four out of six)	20Marks
QuestionNo.3	Answer the following (Any four out of six)	20Marks
QuestionNo.4	Answer the following (Any two out of four)	20Marks

Internal Assessment**20 Marks**