

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for

Program: Bachelor of Commerce

Course: F.Y.B.Com

Subject: BUSINESS ECONOMICS-I

Choice Based Credit System (CBCS)

with effect from

Academic Year 2024-2025



PROGRAM OUTCOMES

PO	Description
A student completing Bachelor's Degree in Commerce Program will be able to	
PO1	Disciplinary Knowledge: Capability of executing comprehensive knowledge and understanding of one or more discipline that form part of commerce.
PO2	Communication Skills: Ability to communicate long standing unsolved problems in commerce; Ability to show the importance of commerce as precursor to various market developments since the beginning of the civilization.
PO3	Critical Thinking: Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business; Ability to examine the results and apply them to various problems appearing in different branches of Commerce and Business.
PO4	Problem solving: Capability to deduce a business problem and apply the classroom learning into practice to offer a solution for the same. Capabilities to analyze and synthesize data and derive inferences for valid conclusion.
PO5	Research Related Skills: Ability to search for, locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic
PO6	Self-directed Learning: Capability to work independently in diverse projects and ensure detailed study of various facets of Commerce and Business.
PO7	Moral and Ethical Awareness/Reasoning: Ability to ascertain unethical behavior, falsification, and manipulation of information. Ability to manage self and various social systems.
PO8	Lifelong learning: Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Commerce

Deccan Education Society's
Kirti M. Doongursee College (Autonomous)
Proposed Curriculum as per NEP 2020
Year of implementation- 2024-25
Name of the Department: **Economics**

Semester	Course Code	Course Title	Vertical	Credit
I	24ECOMR121	Business Economics- Paper-I	Minor	2
II	24ECOMR221	Business Economics- Paper-II	Minor	2

SEMESTER-I

Course Code	Course Title	Credits	Lectures/Week
24ECOMR121	Business Economics- Paper-I	2	2
About the Course:			
Course Outcome: After successful completion of this course, students would be able to			
- CO1: To remember and understand the basic tools of Economics and demand analysis. (Remember and Understand) - CO2: To apply and analyse theory of production and cost. (Apply and Analyse)			
Unit	Topics	No of Lectures	
I	Module I - Demand Analysis Demand Function and determinants of demand – Concept and Importance of Elasticity of Demand: Income, Cross and Promotional – Consumer’s Surplus – Demand Forecasting: meaning, significance and methods – Case Studies.	15	
II	Module II - Theory of Production Production function; Short Run and Long Run – Law of Variable Proportions – Iso-quants – Producer’s Equilibrium – Returns to Scale – Economies of Scale – Case Studies. Cost Concepts: Social and Private costs, Economic and Accounting Costs, Fixed and Variable Costs, Opportunity Cost – Behavior of Cost Curves: Short Run and Long Run – Producer’s Surplus - Case Studies.	15	
REFERENCES:			
1. Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011. 2. B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill, 2011. 3. Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007. 4. Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009. 5. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008. 6. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.			

AC _____ ITEM NO: _____

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for

Program: Bachelor of Commerce

Course: F.Y.B.Com

Subject: BUSINESS ECONOMICS-II

Choice Based Credit System (CBCS)

with effect from

Academic Year 2024-2025

SEMESTER-II

Course Code	Course Title	Credits	Lectures/Week
24ECOMR22 1	Business Economics- Paper-II	2	2
About the Course:			
Course Outcome: After successful completion of this course, students would be able to			
- CO1: To remember and understand market structure in the business world. - CO2: To analyse and apply product pricing under a imperfect competition.			
Unit	Topics	No of Lectures	
I	Module 1: Market Structure Perfect Competition and Monopoly: Perfect competition and Monopoly models as two extreme cases: profit maximization as the competitive firm’s supply curve- Short run and long run equilibrium of a firm and of industry. Monopoly: Sources of monopoly power– short run and long run equilibrium of a firm under Monopoly.	15	
II	Module 2: Pricing and Output Decisions under Imperfect Competition Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition-equilibrium of firm under monopolistic competitions, monopolistic competition versus perfect competition, excess capacity and inefficiency, debate over role of advertising, (topics to be taught using case studies from real life examples)	15	
REFERENCES:			
1. Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011. 2. B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill, 2011. 3. Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007. 4. Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009. 5. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008. 6. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.			

Evaluation Scheme for First Year B.COM (UG) under NEP (2 credits)

I. Internal Evaluation for Theory Courses – 20 Marks

1) Continuous Internal Assessment (CIA) Assignment - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 10 marks

2) Continuous Internal Assessment (CIA) ONLINE Unit Test – 10 marks

II. External Examination for Theory Courses – 30 Marks

Duration: 1 Hours

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

NOTE: To pass the examination, attendance is compulsory in both Internal & External Examinations.