

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

Continuous Evaluation Pattern		
1.	Class Test based on objectives on-line/offline	10 Marks
2.	Assignment/ Project / Presentation	10 Marks
3.	Book review/Newspaper review (in any language)/ Case Study writing	10 Marks
	Take best of TWO out of THREE from above	20 Marks

SEMESTER END EXAMINATION: 30 MARKS

Format of Question Paper		
Time: 1 Hour		Marks: 30
Note: 1. Attempt any Two questions out of Three . 2. Figures to the right indicate full marks.		
Q1	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q2	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q3	Write Short Notes (Any 2 out of 4) (5 Marks Each)	15 Marks
A.		
B.		
C.		
D.		

Mandatory Course – I

Programme Name: B. Com. (Business Economics)

Course Name: Economics for Professional Careers - I

Total Credit:2

University Assessment: 50 Marks

Pre-Requisite: This course requires students to have a foundational understanding of basic economics.

Course Objectives:

- To establish a comprehensive understanding of Business Economics.
- To demonstrate and understand the various concepts in the principles of demand.
- To compare and contrast the theories of consumer behavior.
- To develop expertise in the concept of supply and related concepts.

Course Outcome:

CO1: Remembering the meaning, scope and importance of concepts used in the economics.

CO2: Understanding the role, problems and types of concepts used in the economics.

CO3: Applying the determinants of demand, supply.

CO4: Analysing the consumer's behaviour.

Modules	Units	Lecture Hours
1. Business Economics and Demand	Meaning, scope and importance of Business Economics, Basic Problems of an Economy and Role of Price Mechanism.	15
	Meaning and Determinants of Demand, Law of Demand, Increase & Decrease in Demand and Expansion & Contraction of Demand.	
2. Consumer's Behaviour and Supply	Theory of Consumer's Behaviour Marshallian approach and Indifference Curve approach.	15
	Meaning and Determinants of Supply, Law of Supply and Elasticity of Supply.	

Reference Books:

- 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.
- 7) Salvatore, D.L., Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
- 8) Suma Damodaran, Managerial Economics, Oxford University Press, 2006
- 9) Varian, H.R., Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.
- 10) Sen, Anindya, Microeconomic Theory, Oxford Univ. Press, 1999.
- 11) Koutsoyiannis, A., Modern Microeconomics, MacMillan Press, 1979.
- 12) H.L. Ahuja, Business Economics, 1999.
- 13) H.L. Ahuja, Principles of Microeconomics.

Title of the Course: Entrepreneurship and Innovative Start-ups with Strategic Economics

Programme: B. Com in Business Economics