



FIRST-YEAR OF BACHELOR OF COMMERCE MINOR COURSE

BUSINESS ECONOMICS II

REVISED SYLLABUS ACCORDING TO CBCS NEP2020

COURSE TITLE: BUSINESS ECONOMICS II
SEMESTER-II, W.E.F. 2023-2024

RECOMMENDED BY THE BOARD OF STUDIES IN ECONOMICS
AND
APPROVED BY THE ACADEMIC COUNCIL

Devrukh Shikshan Prasarak Mandal's
Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce and Vid. Dadasaheb Pitre Science
College (Autonomous), Devrukh. Tal. Sangameshwar, Dist. Ratnagiri - 415804, Maharashtra,
India

Academic Council Item No: 03 dated 08/07/2023

Name of the Implementing Institute	:	Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Commerce
Name of the Department	:	Economics
Name of the Class	:	First Year
Semester	:	Second
No. of Credits	:	04
Title of the Course	:	Business Economics II
Course Code	:	C102ECT
Name of the Vertical in adherence to NEP 2020		Minor Course
Eligibility for Admission	:	Any 12 th Pass seeking Admission to Degree Programme in adherence to Rules and Regulations of the University of Mumbai and Government of Maharashtra
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	UG
Pattern of Marks Distribution for SEE and CIA	:	60:40
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2023-2024
Ordinances /Regulations (if any)		

Syllabus for First Year of Bachelor of Commerce

(With effect from the academic year 2023-2024)

SEMESTER-II

Course Title: Business Economics Paper II **No. of Credits - 04**

Type of Vertical: Minor Course **COURSE CODE: C102ECT**

Learning Outcomes Based on BLOOM's Taxonomy:

After completing the course, the learner will be able to...

Course Learning Outcome No.	Blooms Taxonomy	Course Learning Outcome
CLO-01	Remember	Remember the concepts of revenue and National income.
CLO-02	Understand	Understand the operation of markets and optimisation in an economic context
CLO-03	Apply	Apply various pricing strategies
CLO-04	Analyze	Analyze project planning
CLO-05	Evaluate	Evaluate supply and production decisions

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**Syllabus for First Year of Bachelor of Commerce
(With effect from the academic year 2023-2024)**

SEMESTER-II

Course Title: Business Economics Paper II No. of Credits - 04

Type of Vertical: Minor Course COURSE CODE: C102ECT

COURSE CONTENT			
Module No.	Content	Credits	No. of Lectures
Unit I Concepts of revenue and revenue curves	Concept of Revenues : Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR), Relationship between Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR), Break – Even Analysis: Concept, Application in Decision Making	01	15
Unit II Output & pricing under various market conditions	Output and Pricing Theories : Perfect Competition : Equilibrium of a firm under Perfect competition, Monopoly : Equilibrium of a firm under Monopoly, Monopolistic Competition : Equilibrium of a firm under Monopolistic Competition, Oligopoly : Features, Price rigidity and Selling cost	01	15
Unit III Pricing Practices	Pricing Methods : Marginal cost pricing method, Full cost pricing method, Skimming Pricing method, Penetration Pricing method, Transfer Pricing method, Mark up pricing method, Multiple pricing method, Discrimination pricing method	01	15
Unit IV Project Planning	National Income: Definition and Concepts such as GDP, GNP etc, Circular flow of NI, methods to compute NI, Limitation of NI estimates, Monetary and Fiscal Policies: Definition and instruments	01	15
	Total	04	60

Required Previous Knowledge

Basic Knowledge of Economics is necessary before starting to learn the course.

Access to the Course

The course is available for those students who admitted for Bachelor of Commerce considering the terms and conditions laid down by the University of Mumbai, the Government of Maharashtra, and the college, from time to time.

Methods of Assessment:

The assessment pattern would be 60:40, 60% for Semester End Examination (SEE) and 40% for Continuous Internal Evaluation (CIA). The structure of the SEE and CIA would be as

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recommended by the Board of Studies and approved by the Board of Examination and the Academic Council of the college.

Grading Scale

The grading scale used is O to F. Grade O is the highest passing grade on the grading scale, and grade F is a fail. The Board of Examinations of the college reserves the right to change the grading scale.

References:

1. Economics – Samuelson P. A. and Nordhaus W. D. Tata McGraw Hill Publishing Co. Ltd. N. Delhi.
2. A text Book of Economic Theory – Stonier A. W. and Hague D. C. Longman Green and Co. London.
3. Business Economics – V. G. Mankar, Macmillan India Ltd. N. Delhi.
4. Vyavasaik Arth Shastra (Sukshm) Dr. T. G. Gite, Atharv Publication. Pune
5. Modern Micro Economics – Theory and Applications H.L. Ahujna S. Chand and Co Ltd. N Delhi.
6. Business Economics – Dr. Girija Shankar – Atharv Publication, Pune.
7. Business Economics – Adhikari M. Excel Books, New Delhi.
8. Understanding Microeconomics- Robert L. Helibroner and Lester C. Thurow. Prentice Hall International Inc. London.
9. Micro Economic Theory An Analytical Approach – J M Joshi and R. Joshi Wishwa Prakashan (Division of Wiley Eastern Limited) N. Delhi.
10. Business & Managerial Economics (in the global Context) Sampat Mukherjee. New Central Book Agency, Calcutta.