

COURSE DESCRIPTORS

Title of the Course	Business Economics	Hours/Week	04
Course Code	AUEEC13C	Credits	03
Category	Elective - 1	Year & Semester	I & I
Prerequisites	Higher Secondary Economics	Regulation	2024

Objectives of the course: (Learning Objectives)

- To understand the approaches to economic analysis
- To know the various determinants of demand
- To gain knowledge on concept and features of consumer behavior
- To learn the laws of variable proportions
- To enable the students to understand the objectives and importance of pricing policy

UNITS	Contents	COs	Cognitive Levels
UNIT-I	Introduction to Economics Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics – Definition - Scope and Importance of business economics – concepts: production possibility frontiers – opportunity cost – accounting profit and economic profit – Incremental and marginal concepts – time and discounting principles – concept of efficiency.	CO1 CO3	K1 K2 K3
UNIT-II	Demand and Supply functions: Meaning of demand – demand analysis: demand determinants, law of demand its exceptions. Elasticity of demand: Definition, types, measurement and significance, demand forecasting- factors governing demand forecasting – methods of demand forecasting ,Supply concept of equilibrium	CO1 CO2 CO3	K1 K2 K3 K4
UNIT-III	Consumer behavior Consumer behavior – meaning, concepts and features – law of diminishing marginal utility – equi-marginal utility – cardinal and ordinal concepts of utility -Indifference Curve: meaning , definition, assumptions, significance properties – consumer’s equilibrium. Price, income and substitution effects.	CO3 CO4	K1 K2 K3 K5

UNIT-IV	Theory of production Concept of production – production functions: linear and non-linear homogeneous production functions – law of variable proportion – laws of returns to scale – economies of scale -internal and external economies – internal and external diseconomies–Break-Even Analysis	CO2 CO3 CO4	K1 K2 K3 K5
UNIT-V	Market Structure Price and Output determination under perfect competition, short period and long period price determination, objectives of pricing policy, its importance, pricing methods and objectives – price determination under monopoly, kinds of monopoly price determination under monopolistic competition – oligopoly – meaning and its features.	CO2 CO3 CO4 CO5	K1 K2 K3 K5 K6

Recommended Text Books

- 1.H.L.Ahuja, *Business Economics – Micro and Macro- sultan Chand & Sons, New Delhi*
- 2.C.M.Chaudhary, *Business Economics- RBSA Publishers, Jaipur-03.*
- 3.Arymala.T, *Business Economics, Vijay Nocole, Chennai*
- 4.T.P.Jain, *Business Economics, Global Publication Ovt, Ltd, CHENNAI*
- 5.D.M.Mithani, *Business Economics, Hemalaya Publishing House, Mumbai.*

Reference Books

1. S.Sankaran, *Business Economics, Margham Publications, Chennai*
2. P.L.Mehta, *Managaerial Economics-Analysis, problems & Cases, Sultan Chand & Sons, New Delhi*
3. Peter Mitchelson and Andrew Mann, *Economics for Business-Thomas Nelson Australia*
4. Ram Singh and Vinaykumar, *Business Economics, Thakur Publication Pvt.Ltd. Chennai*
5. Saluram and Priyanka, *Jindal, Business Economics, CA Foundation Study Material, Chennai*

NOTE: Latest editions of textbooks may be used

Website and e-learning source

- 1) https://youtube.com/channel/UC69_-P77nf5-rKrjcpVESqQ
- 2) <http://www.icsi.edu/>
- 3) <http://www.yourarticlelibrary.com/marketing/pricing/product-pricingobjectives-basis-and-factors/74160>
- 4) <https://swayam.gov.in/course/64-atomic-structure-and-chemical-bonding>
- 5) <https://www.chemtube3d.com/>

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Explain the positive and negative approaches in economic analysis	K1,K2
CO2	Understand the factors of demand analysis.	K1,K2,K4
CO3	Know the assumptions and significance of indifference curve	K1,K2,K3
CO4	Outline the internal and external economies of scale	K1,K2,K5
CO5	Relate and apply the various methods of pricing	K1,K2,K6

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	2	-	1	2	-	2	2	2
CO2	2	2	2	2	3	2	-	1	1	-	2	2	2
CO3	2	2	2	2	3	2	-	1	1	-	2	2	2
CO4	2	2	2	2	3	2	-	1	1	-	2	2	2
CO5	2	2	2	2	3	2	-	1	2	-	2	2	2

COURSE DESCRIPTORS

Title of the Course	INDIAN ECONOMIC DEVELOPMENT	Hours/Week	04
Course Code	AUEEC13B	Credits	03
Category	Elective-1	Year & Semester	I & I
Prerequisites	HighersecondaryEconomics	Regulation	2024

Objectives of the course:

- To understand the concepts of Economic growth and development
- To know the features and factors affecting economic development
- To gain understanding about the calculation of national income
- To examine the role of public finance in economic development
- To understand the causes of inflation

UNITS	Contents	COs	Cognitive Levels
UNIT-I	Economic Development and Growth Meaning & Definition - Concepts of Economic Growth and Development. Differences between Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure- Factors affecting Economic Development	CO1	K1 K2
UNIT-II	National Income Meaning, Importance, National Income -Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectoral Contribution to National Income. National Income and Economic Welfare.	CO2	K1 K2 K3
UNIT-III	Role of Agriculture in Economic Development – Problems in Agricultural Development – Pros and Cons of Agricultural Marketing.	CO3	K1 K2 K3 K4

UNIT-IV	Role of Industry - Small Scale Industries and Large scale industries – Problems and challenges	CO4	K1 K2 K3 K4
UNIT-V	Economic Planning – Importance Achievements, strategies, objectives, failures, limitations – five year plans – NITI AAYOG	CO5	K1 K2 K3 K4

Recommended Text Books

1. Dutt and Sundaram, Indian Economy, S.Chand, New Delhi
2. V.K. Puri, S.K. Mishra, Indian Economy, Himalaya Publishing house, Mumbai
3. Remesh Singh, Indian Economy, McGraw Hill, Noida.
4. Nitin Singhania, Indian Economy, McGraw Hill, Noida.
5. Sanjeverma, The Indian Economy, unique publication, Shimla.

Reference Books

1. GhatakSubrata : Introduction to Development Economics, Routledge Publications, New Delhi.
2. SukumoyChakravarthy : Development Planning- Indian Experience, OUP, New Delhi.
3. Ramesh Singh, Indian Economy, McGraw Hill, Noida.
4. Mier, Gerald, M : Leading issues in Economic Development, OUP, New Delhi.
5. Todaro, MichealP : Economic Development in the third world, Orient Longman, Hyderabad

Website and e-learning source

<http://www.jstor.org>

<http://www.indiastat.com>

<http://www.epw.in>

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Elaborate the role of State and Market in Economic Development	K1,K2
CO2	Illustrate and compare national income of constant and current prices	K1,K2,K4
CO3	Elucidate the importance of Agricultural Development	K1,K2,K3
CO4	Describe the significance of Industrial development	K1,K2,K5
CO5	Understand the five year plans of india	K1,K2,K6

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	2	2	-	-	2	2	2	2
CO2	2	2	2	2	2	2	2	-	-	2	2	2	2
CO3	2	2	2	1	2	2	2	-	-	2	2	2	2
CO4	2	2	2	1	2	2	2	-	-	2	1	2	2
CO5	2	2	2	1	2	2	2	-	-	2	1	2	2

COURSE DESCRIPTORS

Title of the Course	MANAGERIAL ECONOMICS	Hours/Week	04
Course Code	AUEBA13	Credits	03
Category	Elective Paper-I	Year & Semester	I & I
Prerequisites	Exposure to different sources of Economic Knowledge.	Regulation	2024

Objectives of the course:

- To Know about the basic concepts of Economics.
- To Familiarize the demand Analysis according to consumer Behaviour.
- To Understand the concept of Production ,cost and Long run curves
- To frame the pricing strategies to the current trend.
- To Classify the market based on technical and economic terms.

UNITS	Contents	COs	Cognitive Levels
UNIT-I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	CO1	K1,K2,K3, K4,K5
UNIT-II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.	CO2	K1,K2,K3, K4
UNIT-III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	CO3	K1,K2,K3, K4
UNIT-IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	CO4	K1,K2,K3
UNIT-V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	CO5	K1,K2,K3, K4

Recommended Text Books

1.	Journal of Economic Literature – American Economic Association
2.	Arthasastra Indian Journal of Economics & Research
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4.	Indian Economic Journal/Sage Publications
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

Reference Books

1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Website e-learning Source

1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2	https://www.intelligenteconomist.com/profit-maximization-rule
3	Returns-to-scale-and-variable-proportions/5134">http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of>Returns-to-scale-and-variable-proportions/5134
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	K1,K2,K3,K4,K5
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K1,K2,K3,K4
CO3	Employ production, cost and supply analysis for business decision making	K1,K2,K3,K4
CO4	Identify pricing strategies	K1,K2,K3
CO5	Classify market structures under competitive scenarios.	K1,K2,K3,K4

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	-	-	1	2	-	2	2	3	2	1	1
CO2	3	2	1	1	1	2	-	1	3	2	2	-	3
CO3	3	1	-	-	2	3	1	2	-	2	2	-	1
CO4	3	1	2	1	-	3	-	2	-	3	2	1	3
CO5	3	-	-	2	-	3	2	3	-	2	2	-	3