

RAYALASEEMA UNIVERSITY: KURNOOL

Second Semester B Com General / B Com Computer Applications

Learning Outcomes

At the end of course, the student will be able to learn;

- Describe the nature of Business Economics in dealing with the issues of Scarcity of Resources.
- Analyse Supply and Demand Analysis and its impact on Consumer Behaviour.
- Evaluate the factors, such as Production and Costs affecting firms behaviour.
- Recognize Market Failure and the Role of Government in dealing with those failures.
- Use Economic Analysis to Evaluate controversial issues and policies.
- Apply Economic Models for Managerial Problems, identify their relationships and formulate the decision making tools to be applied for business.

DSC 2 B: Business Economics

Unit – I: Introduction to Business Economics

Business Economics – Meaning and Definitions of Business Economics- Nature and Scope of Business Economics – Micro and Macro Economics and their interface.

Unit – II: Demand Analysis:

Meaning and Definitions of Demand – Determinant factors of Demand- Demand Function – Law of Demand – Demand Curve- Exceptions to the Law of Demand- Elasticity of Demand- Methods of Measurement of Price Elasticity of Demand.

Unit – III – Production – Cost – Revenue Analysis;

Concept of Production Function- Law of Variable Proportions – Law of Returns to Scale – Classification of Cost and Cost Concepts- Break Even Analysis – It's Advantages.

Unit – IV: Market Structure:

Concepts of Markets- Classifications of Markets – Perfect Competition – Characteristics – Equilibrium Price – Monopoly- Characteristics – Equilibrium Of Firms and Industry under Monopoly

Unit – V: National Income:

Definitions of National Income- Concepts of National Income – Measurement of National Income- Components of National Income – Problems in measurement of National Income.

Reference Books

1. Business Economics- S. Sankaran, Margham Publications- Chennai
2. Business Economics- Kalyani publications
3. Business Economics – Himalaya Publishing House.
4. Business Economics - Aryasri and Murthy, Tata McGraw Hill.
5. Business Economics- H. L. Ahuja, Sultan Chand & Sons
6. Fundamentals of Business Economics- Mithani, Himalaya Publishing House
7. Business Economics- A.V. R Chary, Kalyani Publishers - Hyderabad