ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

# II SEMESTER BBA Time:6hrs/week

BBA-Ma2-2201(4)  **BUSINESS ECONOMICS**  Marks:100

w.e.f AK 2023-2024 (Admitted batch)

**COURSE OBJECTIVES:**

* Understand the concept of economics and its relevance to business.
* Comprehend the concept of Demand analysis for making important business decisions
* Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.
* Understand concepts of perfect competition and monopoly for fixation of prices.
* Understand the international business scenario and concepts of BOP.

**LEARNING OUTCOMES:**

* Students will be able to have contextualization of Demand and Supply.
* Students will gain the potential of assessing the pricing strategies and make better decisions.
* Students will comprehend with the perspectives of Globalization and Liberalization.

**UNIT – I: INTRODUCTION**

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics –Micro and Macro Economics and their Interface. Case Studies

**UNIT – II: DEMAND ANALYSIS**

Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price, Elasticity of Demand. Case Studies

**UNIT – III: PRODUCTION, COST AND REVENUE ANALYSIS:**

Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Concept of Total Revenue, Average Revenue and Marginal Revenue. Classification of Costs, Break –Even Analysis, applications of Break- Even analysis. Case Studies

**UNIT – IV : MARKET STRUCTURE**

Concept of Market – Classification of Markets. Perfect Competition–Characteristics, Equilibrium Price, Monopoly – Characteristics, Equilibrium under Monopoly. Case Studies

**UNIT – V: NATIONAL INCOME AND STRUCTURAL REFORMS**

Concepts of National Income- Definition, Measurement of National Income. Trade cycles – Meaning, Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization. WTO- Objectives, Functions. Case Studies

**REFERENCE BOOKS:** 1. Aryasri and Murthy- Business Economics - Tata McGrawHill.

2. H.L Ahuja - Business Economics - Sultan Chand &Sons.

3. S.Sankaran - Business Economics - MarghamPublications.

4. P.C.Chopra - Business Economics –KalyaniPublications.

5. Deepasree - Business Economics - Himalaya Publishing House.

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