

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Programme: B.COM Semester: V
Syllabus with effect from the Academic Year: June, 2023

B.COM. SEMESTER-V		
Paper Code	Title of the Paper	Total Credit
UB05GCOM71	Economics- V (Business Economics- I)	3

Course Objectives	To enable candidates to acquire knowledge (information) and develop an understanding of facts, terms, concepts, conventions, trends, principles, generalizations, assumptions, problems, processes, etc. in Economics.
--------------------------	--

Course Description		
Unit	Description	Weightage
1.	Meaning and objectives of Managerial Economics. Nature and scope of managerial economics.- Theory of decision making and business decision.	25%
2.	Elasticity of Demand Price elasticity - Methods, types and Uses-Income elasticity - concept and uses- Cross elasticity -Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
3.	Demand Forecasting Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting	25%
4.	Market Structure and Revenue Relationship Concepts and determinants plant and firm- industry and firm Revenue relationship. Breakeven point: Assumptions arithmetic of breakeven analysis- evaluation.	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
--------------------------------------	--

Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to

On completion of this course, the students will be able to:

- To understand the concepts of cost, nature of production and its relationship to Business operations.
- To apply Elasticity of Demand to the “firm” under conditions.
- To analyze the Demand Forecasting different market conditions.
- To integrate the concept of price and output decisions of firms under various market structure.

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

Sr. No	References
1	Economic theory and operation analysis- S.J. Baumol
2	Managerial economics- Samuel Paul
3	Introduction to ME- Savage and Small
4	Managerial economics- D.C. Haque
5	Economic Theory – Stonier Haque
6	Advance Economic theory- H.L.Ahuja
7	Managerial economics- P.L.Mehta
8	Managerial Economics- Gopal Krishna
9	Managerial Economics- G.S. Gupta
10	Principles of Management- I.M.Pandey
11	Managerial Economics-Thomas Maurice

On-Line Resources available that can be used as Reference Material

PG kiPathshala