

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BCom

Course : Economics

Semester : II

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Economics

Semester: II

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
FYBCom				
1	CECO201	Business Economics	03	03

Semester II – Theory

Course: CECO201	Business Economics (Credits:03 Lectures/Week: 3)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To familiarize students with different types of market structures present in an economy. • To introduce elements of managerial economics in the form of pricing methodologies and project evaluation methods. <p>Outcomes:</p> <ul style="list-style-type: none"> • The course introduces the students to different types of market structures as well as pricing methods. It also lays the foundation for basics of capital budgeting and investment planning. 	
Unit I	<p>Market structures: Perfect competition and Monopoly</p> <ol style="list-style-type: none"> 1. Meaning and features of Perfect Competition 2. Meaning and features of Monopoly 3. Equilibrium in short run and long run – under Perfect Competition and Monopoly 	10L
Unit II	<p>Market structures: Monopolistic competition and Oligopoly</p> <ol style="list-style-type: none"> 1. Meaning and features of Monopolistic competition: 2. Meaning and features of Oligopoly 3. Meaning and features of Monopsony 4. Debate over the role and relevance of advertising, social media 	13L
Unit III	<p>Pricing Principles</p> <ol style="list-style-type: none"> 1. Cost Plus pricing; Marginal cost pricing 2. Discriminatory pricing under monopoly: ‘dumping’ as a special case 	12L
Unit IV	<p>Capital Budgeting</p> <ol style="list-style-type: none"> 1. Meaning, importance and steps of Capital budgeting 2. Different methods of Capital budgeting: Pay Back Period method, Net Present Value method and Internal Rate of Return method 3. Case Studies 	10L
<p>References:</p> <ol style="list-style-type: none"> 1) Samuelson & Nordhas, (2002), Economics, Tata McGraw Hills, New Delhi 2) Mehta, P.L.(2000), Managerial Economics – Analysis, Problem and Cases, S. Chand & Sons, N. Delhi 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – MCQ Test, True and false 20 Marks of 40 minutes duration
- (ii) C.A.-II : Numerical Problems 20 Marks of 40 minutes duration

II. Semester End Examination (SEE)- 60 Marks

