

Business Economics (70 Hours)

Course Code	Course Title	Credits	Type (T+P+Pj)
CUBB1002	Business Economics	4	3+0+1

Course Rationale: The goal of the course is to provide students with a customized, hands-on approach to economics while improving their comprehension of business tactics and decisions. A better comprehension of production procedures that emphasizes the connection between changes in input and output, improving production efficiency, and optimization

Course Objectives

- To apply micro economic concepts and techniques in evaluating business decisions taken by firms
- How tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action, and finally choose among alternatives
- Acquire conceptual and theoretical knowledge of business economics from a management perspective;
- Understand and appreciate the tools of Business economics and their applications and to develop the ability to evolve business/management strategy using economic reasoning;
- Appreciate the new challenges to business management in the internet age and appreciate the linkages between economics and the functional areas of business

COURSE OUTCOMES

After completion of the course students will be able:

CO1: Acquire the conceptual and theoretical knowledge of microeconomics which is relevant for evaluating the economic behavior of an individual economic agent.

CO2: Demonstrate the use of microeconomic concepts like utility satisfying and maximizing traits of consumers, elasticity and opportunity cost in strategic planning; develop an economic perspective of business problems being a leader in future in digital economy.

CO3: Evaluate and compare the various types of market structures and use them when planning price policy of a firm and industry and communicate ideas with the policy maker

CO4: Understand and appreciate the production dynamics – including cost, revenue and profit considerations and according frame policy to remove disequilibrium in market structure

CO5: Learn the optimization functions for both consumer and producer equilibrium; help to the students how to sustainable resources and utilized economic theory on their day to day life

Course Outcome to Program Outcome Mapping:

Course Outcomes (CO)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1									
CO2	3				3			2				
CO3			3	2			2					
CO4		3			2	1						
CO5				3		3			2			

***High-3, Medium-2, Low-1**

Course Syllabus

Module I:

Economics: Central problem of an economy. Theory of consumer behaviour: cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods). Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticity of demand and supply.

ModuleII:

Producer and optimal production choice:optimizing behaviour in short run (geometry of product curves, law of diminishing marginal productivity, three stages of production), optimizing behaviour in long run (isoquants, isocost line, optimal combination of resources) Costs and scale: traditional theory of cost-Short run and Long run(short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale.

Module III:

Theory of firm and market organization: perfect competition, monopoly, price discrimination; monopolistic competition-basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity.

ModuleIV:Factor market: demand for a factor by a firm under marginal productivity theory perfect competition in the product market, monopoly in the product market, market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Books Recommended:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
1. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
2. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
3. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson

Business Accounting (70 Hours)

Course Code	Course Title	Credits	Type (T+P+Pj)
CUBB1003	Business Accounting	4	3+0+1

Course Rationale:

This course emphasis on the role, functions and interpretation of accounting require for managers. It will help students in applying the knowledge to work in the corporate environment. This course will expose students to gain knowledge on accounting and its applications of accounting in diriment corporate sectors.

Course Objective:

- To introduce the fundamental concepts of accounting, including its principles, scope, and objectives.
- To develop skills in recording financial transactions using journals, ledgers, and trial balances.
- To familiarize students with the preparation and presentation of financial statements for sole proprietors and companies.
- To understand the significance and application of depreciation methods in financial accounting.
- To equip students with analytical techniques for financial statement analysis, including ratio analysis and cash flow statements.

Course Outcomes

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

CO1: Demonstrate an understanding of accounting principles, concepts, and conventions.

CO2: Apply the rules of journalizing and double-entry bookkeeping to record and classify financial transactions.

CO3: Prepare accurate financial statements, including trading accounts, profit and loss accounts, and balance sheets.

CO4: Evaluate the impact of depreciation and apply appropriate methods for charging it in financial records.