

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: ECONOMICS**

**PROGRAMME: B.COM (DIGITAL BUSINESS)**

**SEMESTER: I**

**NOMENCLATURE OF THE COURSE: Business Economics**

**NEP Vertical: Open Elective**

**Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



|                                   |                                 |
|-----------------------------------|---------------------------------|
| <b>Programme:</b>                 | <b>B.COM (DIGITAL BUSINESS)</b> |
| <b>Nomenclature of the Course</b> | <b>BUSINESS ECONOMICS</b>       |
| <b>Total Marks</b>                | <b>50 marks</b>                 |
| <b>Semester:</b>                  | <b>I</b>                        |
| <b>Academic year</b>              | <b>2025-26</b>                  |

#### **LEARNING OBJECTIVES:**

1. To develop understanding of basic concepts of Microeconomics in Business.
2. To develop understanding of basic concepts of Macroeconomics in Business.

#### **COURSE OUTCOMES:**

1. At the end of this course the learner will be able to understand basic concepts of microeconomic and macroeconomics in business.
2. At the end of this course learner will be able to apply concepts of elasticity, market structures to real world problems and evaluate the measures of national income.

| <b>Module</b> | <b>Course Content</b>   | <b>Andragogy</b>                    | <b>No of Lectures</b> |
|---------------|---|-------------------------------------|-----------------------|
| 1             | <b>Introduction to Microeconomics</b> – Meaning, Scope of Business Economics, Demand and Supply Analysis: Law of Demand & Law of Supply, Equilibrium of Demand and Supply, Elasticity of Demand, Types and Methods of measurement of elasticity (Numerical Examples), Types and Features of market structures along with Case studies for each market.                                      | Classroom Learning, Problem Solving | 15                    |
| 2             | <b>Introduction to Macroeconomics:</b> Meaning, Scope and Importance of Macro Economics; Concepts of National Income: GNP, NNP, NDP, Per Capita Income, Personal Income and Disposal Income; Methods and Difficulties in Measurement of National Income; Circular Flow of National Income: Closed Economy (Two and Three Sector) and Open Economy Models (Four Sector Model) (Case studies) | Classroom Learning, Case Studies    | 15                    |

#### **SUGGESTED READINGS**

1. H.L Ahuja, Principles of Microeconomics, 22e, S Chand Publication.
2. Paul A. Samuelson and William D. Nordhaus, Microeconomics, McGraw Hill Education, 19th edition
3. Gregory Mankiw, Principles of Economics, South-Western College Publishing; 7th edition December 2013
4. Jeffery M Perloff, Microeconomics 7th edition Pearson education 2019
5. Robert Pindyck & Daniel Rubinfeld Microeconomics 8th edition, Pearson education
6. Ahuja H.L: “Macroeconomics: Theory and Policy”, S. Chand Company Ltd. New Delhi
7. McConnell & Brue: “Macroeconomic”, McGraw-Hill Education Private Ltd. New Delhi
8. Dornbusch & Fischer: ‘Macroeconomics’ McGraw Hill Education, New Delhi.
9. R. Glenn Hubbard & O’Brien: ‘Macroeconomics’, Pearson Education, New Delhi.
10. D N Dwivedi: ‘Managerial Economics’ Vikas Publishing House.

## QUESTION PAPER PATTERN

### QUESTION PAPER PATTERN (2 credits course)

#### EXTERNAL EXAM PAPER PATTERN (30 MARKS) to be implemented under NEP 2020 from Academic Year

1. Any 2 questions out of 3 on Module 1 (15 marks)
2. Any 2 questions out of 3 on Module 2 (15 marks)

#### Rubrics for Evaluation of Internal Continuous Assessment (20 marks) to be implemented under NEP 2020 from Academic Year

| Sr No. | Examination Method  | Marks | Marking Scheme  | Criteria                       |
|--------|---------------------|-------|---|--------------------------------|
| 1      | Class Test          | 10    | As per the student's score  | MCQ, Short Answers, Diagrams   |
| 2      | Assignment/ Project | 05    | Subject knowledge – 05 marks, Content – 03 marks, Presentation-02 marks | Topic will be given by faculty |
| 3      | Presentation        | 05    | Subject knowledge- 03 marks, Presentation skills - 02 marks             | Poster Presentation, PPT       |