**SRI RAMAKRISHNA MISSION VIDYALAYA COLLEGE OF ARTS & SCIENCE, (AUTONOMOUS), COIMBATORE - 641 020.**

For candidates admitted from academic year 2013-14 onwards under New CBCS.

Programme: **B.Com CA** Subject Code : **13UCC3ELT1**

Course Title :**Part III- ELECTIVE-1** – **BUSINESSN ECONOMICS**

Year : **Second Year** Semester : **III**

\_\_\_\_6\_\_\_\_\_ Hours / Week \_\_\_\_4\_\_\_\_ Credits

UNIT-I: **SCOPE AND METHODOLOGY**: Definition of Economics-Nature and scope of Economics -Law of Equi-Marginal Utility-Indifference curve-Approaches of Economic analysis-Methodology of Economics-objectives of business firms-Profit maximization-sales maximization and other objectives-Social Responsibilities.

UNIT-II: **THEORY OF CONSUMER BEHAVIOUR**: Demand analysis-Demand schedule-Law of demand-Demand curves-Elasticity of demand-Consumer’s surplus-Analysis schedule- Marshall’s utility analysis-Law of Diminishing Marginal Utility.

UNIT-III: **PRODUCTION:** Factors of production-Law of diminishing Returns-Law of variable proportions-Returns to scale-Scale of production-Law of supply-Cost and revenue-Concepts and curves-THEORY OF PRODUCTION: Production function –Functions-Factors of production function-Enterprise as a factor.

UNIT-IV: **PRODUCT PRICING**: Market Definition-types Equilibrium under perfect competition of firm and industry-Pricing-Pricing under perfect competition, monopoly-Price Discrimination-Price under Monopolistic Competition-Pricing under oligopoly and duopoly.

UNIT-V: **FACTOR PRICING**: Marginal productivity theory –Theories of wages, rent, interest and profit

**TEXT BOOKS**:

1.Business Economics, Dr. snkaran.

2. Business Economics, Sundaram, K.P.M and Sundaram

**REFERENCE BOOKS:**

1.Priniciples of economics, Seth M.L