

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN June - November 2024**

**Department** : **ECONOMICS**  
**Name/s of the Faculty** : **Ms Mary Iype**  
**Course Title** : **BUSINESS ECONOMICS**  
**Course Code** : **23EC/AC/BE15**  
**Shift** : **I**

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	recall and describe concepts in economics that relate to business decisions making	K1
<b>CO2</b>	identify and illustrate how various micro and macroeconomic factors affect the business environment	K2
<b>CO3</b>	apply the standard analytical tools of applied economic analysis to business situations	K3
<b>CO4</b>	examine the role of consumer and producer behavior and market structures in business decision making	K4
<b>CO5</b>	evaluate the impact and related policy solutions of microeconomic and macroeconomic factors.	K5

<b>Week</b>	<b>Unit No.</b>	<b>Content</b>	<b>Cognitive Level</b>	<b>Teaching Hours</b>	<b>COs</b>	<b>Teaching Learning Methodology</b>	<b>Assessment Methods</b>
Jun 24 – 26, 2024 (Day Order 4 - 6)	I	<b>Unit -1 Introduction</b>  1.1 Basic Economic Problems-Role of price mechanism	K1-K4	2	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
Jun 27 – July 4, 2024 (Day Order 1 - 6)	I	1.2 Tools for Economic Analysis-Indifference Curves, Isoquants, Budget Line Production Possibility Frontier  1.3 Law of demand, determinants of demand, change in demand and amount demanded	K1-K4	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz

<p>July 5 – 12, 2024 (Day Order 1 - 6)</p>	<p>I</p>	<p>1.4 Elasticity of demand –Types – Price elasticity –factors influencing elasticity of demand, importance of price elasticity of demand, Income and Cross elasticity. Applications of elasticity of demand</p> <p>1.5 Estimating demand – Importance and Scope of demand forecasting – Techniques of demand forecasting -complete enumeration survey, sample survey, Delphi Technique, Statistical methods –trend analysis, regression</p>	<p>K1-K5</p>	<p>5</p>	<p>1-5</p>	<p>Lecture/ Discussion using PPT/ Case studies / Research article</p>	
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July 15 – 23, 2024 (Day Order 1 - 6)	I& II	1.5 Estimating demand – Importance and Scope of demand forecasting – Techniques of demand forecasting -complete enumeration survey, sample survey, Delphi Technique, Statistical methods –trend analysis, regression <b>Unit -2 Supply and Production</b> 2.1 Law of Supply and its determinants 2.2 Elasticity of supply	K1-K5	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
July 24 – 31, 2024 (Day Order 1 - 6)	II	2.3 Short and Long run Production Functions- Law of diminishing returns- Returns to scale 2.4 Producers Equilibrium-Least cost combination of factors	K1-K4	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
Aug 1 – 5, 2024 (Day Order 1 - 3)	III	<b>UNIT – 3 Cost &amp; Revenue</b> 3.1 Concepts of Cost and Revenue 3.2 Relation between average and marginal cost curves	K1-K3	2	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz

Aug 6 – 10, 2024	C.A. Test - I						
Aug 12 – 14, 2024 (Day Order 4-6)	III	3.3 Long run Average Cost Curves and Marginal Cost Curves 3.4 Economies of scale (internal and external economies and diseconomies)	K1-K4	3	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
Aug 16 – 23, 2024 (Day Order 1-6)	III& IV	3.5 Break-Even Analysis –An Overview <b>Unit – 4 Objectives of the Firm and Market Structure</b> 4.1 Profit, Growth, Sales, Utility Maximization (Brief Knowledge)	K1-K4	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
Aug 27 – Sep 3, 2024 (Day Order 1-6)	IV	4.2 Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly-Features	K1-K5	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
Sep 4 – 11, 2024 (Day Order 1-6)	IV	4.3 Equilibrium and price determination under Oligopoly-Kinked Demand, Price Leadership, Cartels	K1-K4	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz

Sep 12 - 20, 2024 (Day Order 1-6)	IV	4.3 Equilibrium and price determination under Oligopoly-Kinked Demand, Price Leadership, Cartels 4.4 Importance of advertising and selling costs	K1-K4	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
Sep 23 - 26, 2024 (Day Order 1-4)	V	5.1 Business Cycles-Meaning, Characteristics, Types ,Causes	K1-K4	3	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	CA Test  Quiz
Sep 27 – Oct 3, 2024	<b>C.A. Test - II</b>						
Oct 4 – 5, 2024 (Day 5 & 6)	V	5.2 Inflation-Types of Inflation	K1-K4	2	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	Assignment and Quiz
Oct 7 - 15, 2024 (Day Order 1 to 6)	V	5.3 Causes and Effects of Inflation 5.4 Measures to Correct Economic Fluctuations-Monetary and Fiscal Policy	K1-K5	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	Assignment and Quiz
Oct 16 - 22, 2024 (Day Order 1 to 6)	V	5.4 Measures to Correct Economic Fluctuations-Monetary and Fiscal Policy	K1-K5	5	1-5	Lecture/ Discussion using PPT/ Case studies / Research article	Assignment and Quiz
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>						

