

I SEMESTER
AC I - BUSINESS ECONOMICS

Internal Marks: 25
External Marks: 75
Total Marks : 100

Subject Code: **UCA1**
Exam Hrs : 3

Objective : To impart knowledge about laws and theories of economics and its application in business.

UNIT I : Introduction:

Business Economics – Meaning - Definitions – Scope and Nature – concepts applied in Business Economics - Micro and Macro Economics applied to business.

12 Hrs

UNIT II: Demand:

Demand Analysis – Demand schedule – law of demand – demand curves – elasticity of demand – indifference curve analysis – indifference schedule – indifference curve – marginal rate of substitution – consumers' equilibrium.

12 Hrs

UNIT III: Production:

Production function – Isoquant curves – scale of production – economics of large scale production - limitations.

12 Hrs

UNIT IV: Supply and cost:

Supply schedule - law of supply – supply curve – elasticity of supply – Cost and revenue – fixed cost – variable cost – total cost, marginal cost and average cost – long run short run curves – average and marginal revenue.

12 Hrs

UNIT V: Market Structure:

Market structure – optimum firm – pricing under perfect competition and monopoly - price discrimination – pricing under monopolistic competition – pricing in public utilities.

12 Hrs

Text Book:

Dr.Sankaran .S – Business Economics, Margham Publications, T.Nagar, Chennai.

Books for Reference:

1. Business Economics: Dr.S.Sankaran, Margam Publications, Chennai
2. Business Economics: Misra and Puri, Himalaya Publications, Mumbai
3. Business Economics: Mithani D.M., Himalaya Publications, Mumbai
4. Business Economics: K.P.M. Sundharam and Sundharam, Sultan Chand & Co.,New Delhi

II SEMESTER
AC II - BUSINESS ENVIRONMENT

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject code : **UCA2**
Exam Hrs : 3

Objective: To impart knowledge on Business Environment.

UNIT I : Introduction to Business Environment:

Definition –Nature, Significance, Characteristics and Classification of Business Environment – Objectives of Business – Nature and Scope of Modern Business.

12 Hrs

UNIT II : Economic & Non- Economic Environment:

Basic Aspects of Business -Economic Environment of Business – Non-Economic Environment of Business.

12 Hrs

UNIT III: Social Responsibilities of Business:

Concept and Definition – Nature – Need – Case for and against Social Responsibility – Limits to social Responsibilities – Responsibilities towards Different Groups – Social Responsibility of Business in India.

12 Hrs

UNIT IV: Business Ethics:

Concept – Nature –Need – Elements – Levels – Sources of Ethical Standards – Factors Governing Business Ethics – Benefits of Ethical Codes – Developing a Corporate Ethical Programme.

12 Hrs

UNIT V : Corporate Governance:

Concept – Need and Significance – Fundamental Principles – Confederation of Indian Industry (CII) Code of Corporate Governance – SEBI Code of Corporate Governance – Corporate Governance in India

12 Hrs

Text Book :

1. Dr. Gupta.C.B.,Business Environment, Sultan Chand & Sons., New Delhi.

Books for Reference:

1. Business Environment and Policy, Francis Cherunilam, Himalaya Publishing.
2. Business Environment, S. Sankaran, Margham Publications.