

Course Type	Course Code	Name of the Course	L	T	P	Credit
DC	EMSC503	Business Economics	3	1	0	4

Course Objective
<ul style="list-style-type: none"> <li>The course familiarises the students with the concepts of microeconomics in business decision making</li> <li>The course provides an understanding of economics principles and tools in businesses</li> </ul>
Learning Outcome
<ul style="list-style-type: none"> <li>To provide an explanation of key concepts of microeconomics</li> <li>To create an understanding of economics and its applications in business decision making</li> <li>To provide the skills required to understand and analyse economics issues in business</li> </ul>

Unit No	Topics to be covered	Lecture hours	Learning Outcomes
1	Introduction to Business Economics: Accounting versus Economic profits, Goals and Constrains of a Business, Understand rivalry in markets, Time value of money, marginal analysis <i>Case studies on time value of money and marginal analysis</i>	7L+2T	Understanding the role of economics in business decision making
2	The market forces: demand and supply, factors affecting demand and supply, market equilibrium, comparative statics, elasticity of demand <i>Case studies on demand determinants and elasticity measures</i>	9L+3T	Understanding the relevance of market forces in price and output determination
3	Theory of consumer behaviour: utility – cardinal versus ordinal approach, indifference curve, budget constraints, consumers equilibrium, relationship between indifference curves and demand <i>Case studies on consumer behaviour analysis</i>	8L+2T	Understanding the behaviour of consumer while responding to changes in price, taste, substitute goods
4	Product and cost analysis: Production functions- short-run versus long-run, iso quant and is cost line, cost minimization, Cost functions- fixed cost, variable cost, marginal cost, economies of scale <i>Case studies on cost analysis</i>	9L+3T	Understanding the production process and their associated costs.
5	Types of markets: price and output determination in perfect competition, monopoly, monopolistic and oligopoly markets. Short run versus long run dynamics. Various pricing strategies: price discrimination, two-part pricing, commodity bundling. <i>Case studies on responses to changing market structure and pricing methods</i>	9L+4T	Understanding the price-output decisions in different markets with applicable pricing strategies
<b>Total Lectures</b>		42L+14T	

#### Recommended Textbook:

- Michael Baye and Jeffrey T. Prince (2017). Managerial Economics and Business Strategy | 8th Edition, McGraw Hill Education.