

**Proposed Syllabus of BBA**  
**CBCS**  
**BBA Degree Course – I Year – I Semester**  
**Department of Commerce and Business Management, Kakatiya University**  
**BBA105: BUSINESS ECONOMICS**

Duration: 3 hrs.

Marks: 100

- Unit – I** Introduction: - Meaning -Definition – Nature and Scope of Business Economics – Business Economics Concepts -Objectives of firm – Role of Economist.
- Unit – II** Demand and Supply Analysis:- Law of Demand – Types of Demand – Elasticity of Demand – Demand forecasting-Methods – Law of Supply – Elasticity of Supply.
- Unit –III** Cost & Production Analysis:- Cost Concepts – Types – Cost and output Relations-Short run and Long run – Break Even analysis and cost Control- Production Function- Law of variable proportions-Economies of scale.
- Unit – IV** Analysis of Competition:- Types of Competitive situations – Price determination under competitive situations - perfect Competition - Monopolistic Competition - Monopoly – Oligopoly –Price discrimination
- Unit - V** Business Cycle: Concepts – Phases of business cycles – Causes and Consequences – Measures to overcome effects of business cycles. National Income - Measurement

Suggested Readings:

- Paul A. Samuelson : Instruction to Economic Analysis
- K.K. Dewatt : Modern Economic Theory
- K.P.H. Sunderm: Business Economics
- Joel Dean: Managerial Economics
- R.L. Varsheny & K.L. Maheshwar: Managerial Economics.
- P.L. Mehta, Managerial Economics – Analysis Problems & Cases - Sultan Chand & Sons - New Delhi
- Francis Cherunilam, Business Environment - Himalaya Publishing House