

COURSE OBJECTIVES AND COURSE OUTCOMES

F.Y.B.COM. (SEMESTER - I)

SUBJECT: BUSINESS ECONOMICS - I

Sr. No.	Course Objectives	Course Outcomes
1)	To introduce Business Economics as a discipline dealing with the application of economic theory to business decision-making	Students will understand The fundamental concepts and tools of Microeconomics and determination of equilibrium price
2)	To develop a sound knowledge of basic concepts of Micro-economics and their application to consumer and business decision-making, using basic tools of economic analysis	The behaviour of consumers in achieving the objective of maximum satisfaction
3)	To explain the nature of the demand curve under different market structures and the significance and methods of demand forecasting	The concept of elasticity of demand and its relationship with revenue concepts
4)	To analyze the input-output relationship of a firm in the short and long run and its application in selecting the optimal input combination to maximize production	The behaviour of a firm in the short and long run and selection of the optimal factor combination to maximize production
5)	To study different concepts of costs and analyze the cost-output relationship in the short and long run	Learn to differentiate between short term and long term costs, interpret the relationship between costs and analyze the cost-output relationship

COURSE OBJECTIVES AND COURSE OUTCOMES

F.Y.B.COM. (SEMESTER - II)

SUBJECT: BUSINESS ECONOMICS - II

Sr. No.	Course Objectives	Course Outcomes
1)	To justify the characteristics of perfect competition and the difference between a firm and industry's demand curve	Students will have sound knowledge about: Characteristics of perfect competition and differentiate between firm and industry's demand curves
2)	To analyze the behavior of a perfectly competitive firm in respect of output-pricing decisions to maximize profits in the short and long run.	How a firm and industry under perfect competition decide its price-output policy to attain equilibrium in the short and long run
3)	To investigate the characteristics of a monopoly market and sources of monopoly power	Characteristics features of a Monopoly market
4)	To analyze the behaviour of the monopolist in respect of output-pricing decisions to maximize profits in the short and long run	The behaviour of a monopoly firm in attaining equilibrium in the short and long run
5)	To inspect the characteristics of monopolistically competitive industry and price-output decisions along with issues of excess capacity and debate over the role of advertising, with the help of case studies from real-life examples	The characteristics of monopolistic competition, features of product differentiation, selling costs and the issue of excess capacity
6)	To examine the key attributes of an oligopoly market and price-output decisions under price rigidity.	Collusive and non-collusive oligopoly markets and the formation of cartels and price leadership models with the help of practical examples.
7)	To assess different pricing methods and how they are used in the real world with the help of case studies	How different pricing policies can be employed under different situations with the help of case studies
8)	To understand the concept and importance of capital budgeting, the issues and steps involved and the investment appraisal criteria used to select from among various alternative project proposals	The importance of capital budgeting, the steps involved and the different investment criteria for evaluating the projects