

DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE(Autonomous)**PERAMBALUR-621212****COURSE PLAN**

Name of the Faculty	Mr.B.Baskar			
Designation/Department	ASSISTANT PROFESSOR/MBA			
Course Code/Name	BA5101/ ECONOMIC ANALYSIS FOR BUSINESS			
Year/Section/Department	II/-/MBA			
Credits Details	L: 4	T: 0	P: 0	C: 4
Total Contact Hours Required	60			

Syllabus:

UNIT I/ INTRODUCTION	No. of Periods - 8
The themes of economics – scarcity and efficiency – three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.	
UNIT II/ CONSUMER AND PRODUCER BEHAVIOUR	No. of Periods - 13
Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.	
UNIT III/ PRODUCT AND FACTOR MARKET	No. of Periods -13
Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.	
UNIT IV/ PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS	No. of Periods -13
Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.	
UNIT V/ AGGREGATE SUPPLY AND THE ROLE OF MONEY	No. of Periods - 13
Short-run and Long-run supply curve – Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors –Inflation Vs Unemployment tradeoff – Phillips curve –short- run and long-run –Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy. .	

Objective:

- ❖ To understand economics concepts and way of using economy in current scenario.
- ❖ To introduce the concepts of scarcity and efficiency
- ❖ To explain principles of micro economics
- ❖ To understand organizations process and various types for better management.

- ❖ To study the modern economics in India
- ❖ To understand the monopoly market and demand supply curve
- ❖ To understand the capital market and money market in economic.

T1. Paul A. Samuelson and William D. Nordhaus, “*Economics*”, TATA McGraw – Hills Publishing Company, New Delhi, India. 2015.

T2. Dr. Varsha Goyal & Dr. Meena Sharma, *Economic Analysis for Business Decisions*, Nirali prakashan-2019

Reference Book:

R1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, *Economics*, 19th edition, Tata McGraw Hill, New Delhi, 2010.

R2. William Boyes and Michael Melvin, *Textbook of economics*, Biztantra, 9th Edition, 2012.

R3. N. Gregory Mankiw, *Principles of Economics*, 7th edition, Cengage, New Delhi, 2014

R4. Richard Lipsey and Alec Charystal, *Economics*, 12th edition, Oxford, University Press, New Delhi, 2011.

R5. Karl E. Case and Ray C. Fair, *Principles of Economics*, 12th edition, Pearson, Education Asia, New Delhi, 2014.

Website:

W1: [http://www.slideshare.net/ammucuteeyes/macro and micro](http://www.slideshare.net/ammucuteeyes/macro-and-micro) (Topic.No:04,06, 07)

W2: [http://www.slideshare.net/amitybishwas/Market and types](http://www.slideshare.net/amitybishwas/Market-and-types) (TOPIC NO: 9)

W3: <https://www.cpp.edu/~bdewald/lectures/> (TOPIC NO:12,20)

W4: [https://www.drluisortiz.com/PPT/demand and supply](https://www.drluisortiz.com/PPT/demand-and-supply) (TOPIC NO :27,30)

W5: <https://www.sunscience.com/> money market and household market (TOPIC NO:37,49,50)

Course Plan:

Topic Number	Topic	Reference Detail	Page Number	Mode of teaching	Number of Periods Required	Cumulative Period
UNIT I						
1	The theme of economics.	R1	2 – 3 6 – 7	BB	1	1
2	Scarcity and Efficiency.	R2	160 – 161 11-12	BB	1	2
3	Three Fundamental Economic Problem.	T1 R4	9-12 6-8	BB	1	3
4	Production Possibility Frontier.	R1 W1	27-28 Web	BB	1	4
5	Economic Growth and Stability.	R4	29-36 16-30	BB	1	5
6	Micro economic and Macroeconomic.	R4 W1	338-339 Web	BB	1	6
7	The role of Market and Government.	R4 W1	340-346 Web	BB	1	7
8	Positive vs. Negative Externalities.	R1 T2	51-56 182 - 190	BB	1	8

Outcome of Unit I:

CO1: Understand themes of economics and scarcity of efficiency

UNIT II

9	Market.	R4	49-52	BB	1	9
10	Demand and Supply.	R4	62-65	BB	1	10
11	Market Equilibrium.	R3	207-208 64-68	BB	1	11
12	Elasticity of Demand.	W3	Web	PPT	1	12
13	Consumer Behavior.	R4	58-60	BB	1	13
14	Consumer Equilibrium.	R3	63-64	BB	1	14
15	Production.	R3	224-225 94-99	BB	1	15
16	Short and Long Run Production.	R4	248-258 52-53	BB	1	16
17	Return to Scale.	R4	178-182 69-76	BB	1	17
18	Economic and Diseconomies Scale.	R3	74-79	BB	1	18
19	Analysis of Cost.	T2	117-123	BB	1	19
20	Relation Between Production and Cost Production.	W3	Web	BB	1	20
21	Problem on Costs.	R4	124-136	BB	1	21

Outcome of Unit II:

CO2: Understand the Economics ,Diseconomies scale, production and problems on Costs

UNIT III

22	Product of Market.	T1	205-206	BB	1	22
23	Perfect and Imperfect Market.	T2 R3	330-334 144-156	BB	1	23
24	Different Market Structure.	R4	353-354 124-126	BB	1	24
25	Firms Equilibrium and Supply.	R4	315-317 102-105	BB	1	25
26	Market Efficiency.	R3	271-272 170-174	BB	1	26
27	Economic Cost of Imperfect Competition.	T2& R4	363-367 166-167, 26-28	BB	1	27
28	Factor Market.	R4& R5	377-379 387-390 162-173	BB	1	28
29	Land, Labor and Capital.	R4	390-394 176-189, 193-208	BB	1	29
30	Demand and Supply.	W4	Web	PPT	1	30
31	Determination of Factor Price.	R5	330-335	BB	1	31
32	Interaction of Product and Factor Market.	R5	374-382	BB	1	32

33	General Equilibrium and Efficiency of Competitive Market.	R5	401-410	BB	1	33
34	Competitive Market.	R3	254-263	BB	1	34
Outcome of Unit III:						
CO3: Understand the factor market ,demand , supply, equilibrium and efficacy of competitive market						
UNIT IV						
35	Macro Economics.	R4	156-158	BB	1	35
36	Economic Aggregates.	T1 R4	428-443 446-457	BB	1	36
37	Circular Flow of Macro-Economic Activity.	R4 W5	257-262 web	PPT	1	37
38	National Income Determination.	R4	377-378 262-267	BB	1	38
39	Aggregate Demand and Supply.	R5 R4	470-471 288-290	BB	1	39
40	Macro-Economic Equilibrium.	T2 R4	471-483 286-300	BB	1	40
41	Component of Aggregate Demand and National Income.	R4	404-406 271-278	BB	1	41
42	Multiplier Effects.	T1 &R4	409-410 277-278	BB	1	42
43	Demand Side Management.	R1	416-417	BB	1	43
44	Fiscal Policy in Theory.	R3	326-329	BB	1	44
45	Nature of Fiscal Policy.	R3	414-424	BB	1	45
46	Limitation of Fiscal Policy.	R2	236-231	BB	1	46
47	Role of Fiscal Policy.	R1	196-199	BB	1	47
Outcome of Unit IV:						
CO4: Understand the Role of Fiscal Policy, multiplier effects and demand side management.						
UNIT V						
48	Short Run and Long Run Supply Curve.	R3	484-491 345-346	BB	1	48
49	Unemployment and its Impact.	T2 R3 W5	568-574 Web	BB	2	49
50	Okun's Law.	W5	Web	BB	1	50
51	Inflation and Impact.	T1	517-518	BB	2	51
52	Demand vs. Supply Factors.	R3	129-130	BB	1	52
53	Inflation vs. Un employment Trader.	R4	254-259	BB	1	53
54	Philips Curve.	R5	135-136	BB	1	54
55	Supply Side Policy and	R4	135-136	BB	1	55

	Management.					
56	Money Market and Demand and Supply of Money.	R5	135-136	BB	1	56
57	Money Market Equilibrium.	R5&T2	428-435	BB	1	57
58	National Income and Impacts.	R4	333-339	BB	1	58
59	The Role of Monetary Policy.	R4	474-480	BB	1	59
60	Instrument of Monetary Policy.	R5	225-237	BB	1	60

Outcome of Unit V:

CO5: Understand about the supply side policy and management.

Course Outcome:

At the end of course:

Students should be able to do:

CO1: Understand themes of economics and scarcity of efficiency.

CO2: Understand the Economics, Diseconomies scale, production and problems on Costs.

CO3: Understand the factor market, demand, supply, equilibrium and efficacy of competitive market.

CO4: Understand the Role of Fiscal Policy, multiplier effects and demand side management.

CO5: Understand about the supply side policy and management.

Course Outcome Vs Program Outcome Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	✓		✓				✓		
CO 2	✓					✓			✓
CO 3		✓		✓	✓			✓	
CO 4	✓			✓	✓				✓
CO 5		✓	✓	✓					✓

Content beyond syllabus:

- ❖ The concept of unemployment and inflation influencing the economy.
- ❖ The money market equilibrium

Assignment:

Assig. Number	Batch Details	Register Number	Total Number	Mode of Assignment MCQ/Seminar/ PPT	Topics
I	Batch 1			MCQ	1. Concept of scarcity and efficiency in economics 2. Themes of economics and three fundamental of economics 3. Production possibility frontier 4. Factors of product market
	Batch 2			Seminar	1. The Positive and negative externalities 2. Micro and macro environment.

					3.Different between micro and macro economics 4.Types of demand
	Batch 3			PPT	1. Positive vs. Negative Externalities 2.Types of elasticity of demand 3.Approaches to consumer behaviour 4.Kinds of economics and diseconomies of scale
II	Batch 1			PPT	1.Characteristics of perfect competition 2.Equilibrium of the firms under monopoly in the Short –run. 3.Different market structure of economics 4. Aggregate Demand and Supply
	Batch 2			MCQ	1.Factors influencing the price and market 20.demand for labour reflects marginal productivity. 2. Fiscal Policy in Theory 3. Multiplier Effects.
	Batch 3			Seminar	1.Factors of production in market 2.Methods of improving efficiency of competitive markets 3. Circular Flow of Macro-Economic Activity 4. National Income Determination
III	Batch 1			Seminar	1. Themes of economics and three fundamental of economics 2.Production possibility frontier 3. Micro and macro environment. 4.Approaches to consumer behaviour
	Batch 2			PPT	1. Aggregate Demand and Supply 2. Different market structure of economics 3. Fiscal Policy in Theory 4. National Income Determination
	Batch 3			MCQ	1. Themes of economics and three fundamental of economics 2. Circular Flow of Macro-Economic Activity 3. Types of demand 4. Fiscal Policy in Theory

SIM Questions:

SIM 1	<p>1. Enumerate and explain the fundamental economic problems. Jan 2017</p> <p>2.Discuss the three fundamental economic problems and suggest suitable measures to Overcome these problems Jan 2017</p> <p>3.Explain the various economic problems of India Jan 2018/ May/ Jun 2019</p> <p>4.How do different forces interact to determine over all micro economic activity? Illustrate. May? Jun 2019</p>
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	<p>5.How do different forces interact to determine over all micro economic activity? Illustrate. May/Jun 2012/ Jan 2018</p> <p>6.How can economic growth and stability are balanced. Nov /Dec 2019/ Jan 2018</p> <p>7. Elucidate the different types of market structure. May/Jun 2017</p> <p>8. Discuss law of demand. Explain the determinants of demand. Nov / Dec 2018</p> <p>9. Explain the determinants of demand and supply. May / Jun 2019</p> <p>10. What is elasticity of demand? Explain its types Jan 2019</p> <p>11.Discuss law of supply. Explain the determinants of supply. Jan 2018</p> <p>12.What is elasticity of supply? Explain Jan 2019</p>
SIM 2	<p>1.“Demand for labor reflects marginal productivity”- Discuss Jan 10 / Nov/ Dec 2018/ May/Jun 2019</p> <p>2.Discuss the business cycle in detail Jan 2019 / Jan 2018/ Nov / Dec 2018</p> <p>3. Explain different market structure in details Dec/Jan 2018</p> <p>4. Differentiate between Monopoly and Monopolistic Competition May/Jun 2018</p> <p>5. Describe the price output equilibrium of perfect and imperfect Market Nov/Dec 2018</p> <p>6. Explain how factor price is determined in the factor Market Dec /Jan 2019</p> <p>7. What is National income? How is national income measured by income method?Discuss Nov / Dec 2018 / Jan 2019</p> <p>8.Explain the process of determination of National Income. May / Jun 2018</p> <p>9. Explain the various methods used to calculate National Income.Jan 2017/Jan 2019</p> <p>10. State the various methods of measuring national income. Jan / 2019</p> <p>11.How income flows in economy? Explain the circular flow of income. May / Jun 2019</p> <p>12.Explain the Determination of National Income and its methods Dec/Jan 2019</p>
SIM 3	<p>1.Identify the causes of inflation and discuss its effects on multidimensional public. May / Jun 2019</p> <p>2.What is inflation? List the reasons and impacts of inflation. Nov/Dec 2019</p> <p>3.Discuss the Controlling factors of inflation. Jan 2018</p> <p>4.Explain Phillips curve? May/Jun 2018/ Nov/Dec 2019</p> <p>5. Critically evaluate the impact of unemployment. Jan 2018</p> <p>6.State the ways and means of tackling unemployment. Jan 2017</p> <p>7.What is unemployment? List the impacts of unemployment Jan 2018</p> <p>8.Explain the historical views and the causes of unemployment. Nov/Dec 2019</p> <p>9. State Okuns law. Explain Jan 2017</p> <p>10. Critically examine the Indian monetary policy. Jan 2018</p> <p>11. Write note about "Multiplier Effect" in detail Jan/2019.</p> <p>12. Explain the Components of Aggregate Demand Jan/2018.</p>

Submission Details:

Phase 1(Before AT 1)		Phase 2 (Before AT 2)		Phase 3 (Before Model Exam)	
Assignment 1	SIM 1	Assignment 2	SIM 2	Assignment 3	SIM 3

Google Class Code Details: 7crqgsc

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