Indraprastha College for Women
University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	**B.COM. (H)**
Paper Title:	BUSINESS ECONOMICS
Unique Paper Code:	2412083502
Semester:	V
Faculty(s):	Ms. SNEHA
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
I	Introduction to Business Economics	1	Introduction
		2	Business Economics: Nature and scope of Business Economics
		3	Demand and Supply: Meaning, law, Individual Vs Market Movement Vs Shift, Market equilibrium
		4	Elasticity of Demand: Price, income and cross elasticity
		5	Measurement of elasticity of demand: outlay and percentage method
		6	Measurement of elasticity of demand: outlay and percentage method
		7	Elasticity of supply: concept and measurement (Percentage method).
		8	Application: Impact of Natural Disaster/Pandemic/Government Policies on Market Mechanism. Paradox of Plenty.
II	Consumer Behaviour	9	Consumer Behaviour Cardinal Vs Ordinal Utility

		10	Indifference curves: features, budget line, consumers equilibrium
		11	ICC and Engels curve, PCC PCC: Splitting of Price Effect by Hicksian Approach and derivation of demand curve
		12	Income and substitution effects of price change (normal, inferior and giffen goods)
		13	Applications: effect of interest rates on household savings
		14	Application: Effect of Interest Rates on Household Savings. Lump Sum Subsidy Vs Excise Subsidy.
		15	TEST
III	Production and Cost	16	Production function: TP, AP and MP
		17	Production function: TP, AP and MP
		18	Law of Variable proportions
		19	Isoquants: properties, optimal combination of resources, expansion path and returns to scale
		20	Isoquants: properties, optimal combination of resources, expansion path and returns to scale
		21	Cost: Different cost concepts
		22	Derivation of short run and long run cost curves (LAC and LMC)
		23	Derivation of short run and long run cost curves (LAC and LMC)
		24	Economies and Diseconomies of scale. Application: Significance of Ridge Lines for a Rational Producer. Production and Cost in Business Decisions.
		25	ASSIGNMENT
IV	Market Structures	26	Perfect competition: features, equilibrium under short run and long run, derivation of supply curve under short run and long run.
		27	Perfect competition: features, equilibrium under short run and long run, derivation of supply

			curve under short run and long run.
		28	Monopoly: features, equilibrium under short run and long run, absence of supply curve
		29	Price discrimination: degrees, conditions and dumping
		30	Monopolistic competition: features, product differentiation and excess capacity and equilibrium
		31	Monopolistic competition: features, product differentiation and excess capacity and equilibrium
		32	Oligopoly: Collusive and non-collusive: Cournot's model, Kinked demand curve
		33	Cartels (OPEC and CIPEC)
		34	Cartels (OPEC and CIPEC)
V	Contemporary Issues and applications	35	Contemporary Issues and applications
		36	Rent control
		37	Minimum wages, Individual supply curve of labour
		38	Individual supply curve of labour: Managerial Implications of Leisure and Work Trade-off
		39	Peak load Pricing
		40	Prisoners Dilemma and Game Theory: Nash Equilibrium.
		41	Prisoners' dilemma and Game Theory.
		42	Prisoners' dilemma and Game Theory.
		43	Prisoners' dilemma and Game Theory.
		44	REVISION and DOUBT SESSION
		45	REVISION and DOUBT SESSION

Unit	**Contents/Syllabus**

I	**Introduction to Business Economics** **Business Economics: Meaning, Nature. Scope and managerial implications. Application of Demand. Supply and Market Mechanism in Business Decisions. Concept and Measurement of Elasticity of Demand (Price. Income and Cross) and their managerial implications. Elasticity of Supply and their managerial implications. Application: Impact of Natural Disaster/Pandemic/Government Policies on Market Mechanism. Paradox of Plenty.**
II	**Consumer Behaviour** **Cardinal Utility in Business Decisions. Ordinal Utility: Significance of Indifference Curves and Budget Line in Business Decisions and Strategies. Consumer Equilibrium and Corner Solutions, Managerial Implications of ICC and Engels Curve. PCC: Splitting of Price Effect by Hicksian Approach, Managerial Implications of Income and Substitution Effects.** **Application: Effect of Interest Rates on Household Savings. Lump Sum Subsidy Vs Excise Subsidy.**
III	**Production and Cost** **Law of Variable Proportions and Rational Decisions. Role of Isoquants and Isocost Line in Determination of Effective Input Combinations. Role of Expansion Path and Returns to Scale in Business Decisions and Strategies. Managerial implications of Returns to Scale Vs Returns to a Factor. Different Types of Costs in business. Role of Short Run and Long Run Cost Curve (LAC and LMC) in Business Decisions and Strategies. Managerial implications of Economies and Diseconomies of Scale under Long Run Cost Curve.** **Application: Significance of Ridge Lines for a Rational Producer. Production and Cost in Business Decisions.**
IV	**Market Structures** **Revenue Curves across the Market Structures and their managerial implications. Perfect Competition: Features and Managerial Implications of Equilibrium Conditions under Short and Long Run. Significance of Short and Long Run Supply Curve in Business Decisions.** **Monopoly: Features, Managerial implications of Equilibrium Conditions under Short and Long Run.** **Absence of Supply Curve and Managerial implications, Price discrimination in Real-World Situation: Degrees, Conditions.** **Monopolistic Competition: Features, Role of Product Differentiation and Excess Capacity in Business Decisions. Managerial Implications of Equilibrium Conditions under Short and Long Run.** **Oligopoly: Features, Causes; Collusive Oligopoly and Managerial Implications: Cournot's Model. Kinked Demand Curve; Non-Collusive Oligopoly and Managerial Implications: Cartels.** **Application: OPEC and CIPEC.**
V	**Contemporary Issues and applications** **Rent control and Minimum wages: Concept and Impact, Individual supply curve of labour: Managerial Implications of Leisure and Work Trade-off, Peak load Pricing. Prisoners Dilemma and Game Theory: Nash**

	Equilibrium.
S. No.	
1.	**Chaturvedi, D. D., & Chaturvedi, S. (2022). Business Economics. Delhi, India: Kitab Mahal**
2.	**Maddala, G. S., & Miller, E. (2017). Microeconomics Theory and Applications. Delhi, India: Tata McGraw Hill.**
3.	**Mankiw, N. G., Aswin A., & Taylor, M. P. (2019). Business Economics. United Kingdom: Cengage Learning.**
4.	**Miller, R. L. (1982). Intermediate Microeconomics: Theory, Issues, Applications (2nd ed.). New York, United States: McGraw-Hill.**

Paper Components			
Credits	**Lecture (L)**	**Tutorial (T)**	**Practical (P)**
04	**03**	**01**	**00**
Assessment Scheme			
S.No.	**Component**	**Marking Scheme**	**Total Marks**
1	Internal Assessment		**30**
	• Assignment/Quiz/Project/ Presentation	12	
	• Class Test	12	
	• Attendance	6	
2.	Continuous Assessment (**Tutorial)**		**40**
	• Activity 1	20	
	• Activity 2	15	
	• Attendance	5	
3.	Practical		**NA**
	• Continuous Assessment		
	• End Term Written/Practical Exam		
	• Viva		
4.	**End Semester Examination**		**90**