



Lesson Plan

Program: BCA Semester: 3 Course Code: BCA-304

Course Name: Business Economics

Course Objectives

(CO1): To introduce students to the basic elements of economics and to enable students to understand how optimum real life decisions are taken by individuals and firms under situations of scarcity.

(CO2): To enable students to understand how optimum decisions are taken by firms under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly Market Structure.

(CO3): To study the important indicators of the economy and their significance and To understand the functioning of economy at the macro level.

(CO4): To Understand how the economy is regulated Internationally.

Session Duration: 60 minutes

Participants: BCA Third Semester Students

Entry level knowledge and skills of students

i. Basic Knowledge of Business and Economics

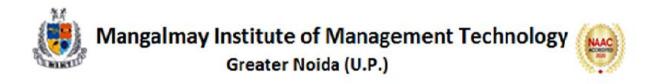
Equipment required in Classroom/ Laboratory/ Workshop

i. Projector

ii. White Board & Marker

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Assignment & attendance)	25
2(a)(i)	Assignment 1	10
2(a)(ii)	Assignment 2	10
2(a)(iii)	Attendance (Compulsory)	5



Course Outcomes

(CO1): Students will be able to understand and identify the economic variables in general business atmosphere.

Understanding (K2)

(CO2): Apply the knowledge of the mechanics of supply and demand to explain working of markets

Applying (K3)

(CO3): Apply the principle of Macroeconomics in explaining the behavior of Macroeconomic variables at national as well as global level.

Applying (K3)

(CO4): Students will demonstrate conceptual domain knowledge of international business

Understanding (K2)

L. No	Topics	Sub Topics	Date of implementation	Pedagogy	CO- Covered	Faculty Sign	HoD's Remark with Date		
	UNIT 1								
1	Discussion about the Subject Syllabus and Learning outcomes	Course Objectives & Course outcomes		Lecture Brainstorming	CO1 to CO 4				
2	The Scope and Method of Economics, the Economic Problem:	Scarcity & Choice, The Price Mechanism		Brainstorming Lecture Presentation	(CO1)				
3		Demand & Supply Equilibrium		Demonstration Lecture Presentation	(CO1)				
4		The Concept of Elasticity and its Applications.		Demonstration Lecture Presentation	(CO1)				
5		The Production		Brainstorming	(CO1)				





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		Process		Lecture			
		_		Presentation			
		Revenues Costs		Demonstration			
6		and Profit		Lecture	(CO1)		
		Maximization		Presentation			
		Laws of returns		Lecture			
7		& Returns to		Presentation	(CO1)		
		Scale					
		Economics and		Buzz Grouping			
8		Diseconomies		Lecture	(CO1)		
		of scale.		Presentation			
				Brainstorming			
9		Revision of		Buzz Grouping			
		Unit 1		Quiz			
				Assignments			
		Discussion of					
10		University		Practice			
		previous year		Questions			
		question					
			UNIT 2				
11	Market	Equilibrium of		Brainstorming			
11	Structure	a firm and		Lecture	(CO2)		
	Structure	Price		Presentation			
		Output		Demonstration			
12		Determination		Lecture	(003)		
12		under Perfect		Presentation	(CO2)		
		Competition		Case study			
		Output		Demonstration	(603)		
13		Determination		Lecture			
15		under		Presentation	(CO2)		
		Monopoly		Case study			
		Output					
		Determination		Demonstration			
14		under		Lecture	(CO2)		
14		Monoplastic		Presentation			
		Competition &		Case study			
		Oligopoly					
				Brainstorming			
15		Revision of		Buzz Grouping			
15		Unit 2		Quiz			
				Assignments			
		Discussion of					
1.0		University		Practice			
16		previous year		Questions			
		question					





			UNIT 3			
17	Macro Economic Concerns	Inflation and Unemployment	Brainstorming Lecture Presentation	(CO3)		
18		Trade-Cycles	Demonstration Lecture Presentation	(CO3)		
19		Circular Flow up to Four Sector Economy	Demonstration Lecture Presentation	(CO3)		
20		Government in the Macro Economy	Brainstorming Buzz Grouping	(CO3)		
21		Fiscal Policy	Demonstration Lecture Presentation	(CO3)		
22		Monetary Policy	Demonstration Lecture Presentation	(CO3)		
23		Measuring national Income and Output	Brainstorming Lecture Presentation	(CO3)		
24		Revision of Unit 3	Brainstorming Buzz Grouping Quiz Assignments			
25		Discussion of University previous year question	Practice Questions			
	Th - 14/ 1/	<u> </u>	UNIT 4	<u> </u>	 	
26	The World Economy	WTO		(CO4)		
27		Globalization	Brainstorming Lecture Presentation	(CO4)		
28		MNC's, Outsourcing	Buzz Grouping Lecture	(CO4)		





		Presentation		
29	Foreign Capital in India	Demonstration Lecture Presentation	(CO4)	
30	Trips, Groups of Twenty (G- 20)	Brainstorming Lecture Presentation	(CO4)	
31	Issues of dumping, Export Import Policy 2004- 2009	Demonstration Lecture Presentation Case Study	(CO4)	
32	Revision of Unit 3	Brainstorming Buzz Grouping Quiz Assignments		
33	Discussion of University previous year question	Practice Questions		

Text Books:

- "Business Economics"- SS Chand & Company -New Delhi 2001
- "Business Economics"-Ferfuson P.R., Rothchild, R and Fergusen G.J.- Mc Milan, Hampshire, 1993

Reference Books:

- Karl E. Case & Ray C. fair, "Principles of Economics", Pearson Education, Asia 2000
- Nellis, Joseph, Parker David, "The Essence of Business Economics", Prentice Hall, New Delhi, 1992.