

**B.Com (Professional) Semester – I**  
**BCP-104: BUSINESS ECONOMICS I**

**Term-1**

**Part–A**

**Theory of Demand:** Meaning of demand and its types, law of demand, price elasticity of demand and its measurement.

**Consumer behaviour:** Utility approach-brief outline of Law of diminishing marginal utility and law of equi-marginal utility. Consumer's equilibrium with the help of utility analysis, Revealed Preference Approach.

**Indifference curve approach:** Meaning, properties, income, price and substitution effects. Consumer equilibrium with the help of indifference curve analysis.

**Theory of Production:** Law of variable proportion and law of returns to scale.

**Theory of Cost:** Concept of total cost, marginal cost and average cost, short run and long run cost curve (traditional and modern theories)

**Term-2.**

**Part–B**

**Concept of Revenue:** Total revenue, average revenue and marginal revenue. Relationship between average revenue marginal revenue and elasticity of demand.

**Price determination under various market conditions:**

Perfect Competition: Features and equilibrium of firm and industry under perfect competition (short run and long run).

Monopoly: Features, price and output determination under monopoly (short run and long run).

Monopolistic Competition: Features, price and output determination under monopolistic competition (short run and long run).

**Distribution:** Rent-Ricardian Theory & Modern theory. Profit-Dynamic theory and Uncertainty theory. Wages - Marginal Productivity theory and modern theory.

**B.Com (Professional) Semester – I**

**BCP-107: BUSINESS ANALYTICAL TECHNIQUES -I**

**Term-1**

**Part A**

**Matrices:** Types of matrices, basic operation of matrices, determinants and their properties, rank and inverse of matrix, solution of linear simultaneous equations with the help of Cramer's Rule and Matrix inverse method.

Simple and Compound interest, Discounting and Factoring techniques, Definition, scope, function and limitations of statistics, measures of central tendency: Mean, Mode, Median, Geometric Mean and Harmonic Mean.

**Term-2**

**Part B**

**Measure of dispersion:** Range, Quartile Deviation, Mean Deviation and Standard Deviation. Skewness and Kurtosis.

Index Numbers: Meaning and importance, Methods of construction of index numbers : weighted and unweighted, fixed base and chain base index numbers.

Time series analysis, Trend, cycles, seasonal and irregular components, estimation of trend (Graphical method, Semi average method, Moving averages method and method of Least squares (fitting straight lines only)).

**B.Com (Professional) Semester – II**  
**BCP-203: BUSINESS ECONOMICS – II**

**Term-1**

**Part – A**

**Macro Economics:** Meaning, Scope and Importance. Difference between Micro Economics and Macro Economics.

**National Income:** Meaning, Concepts, Methods and Problems in the Measurement of National Income, Particularly in UDC's.

**Determination of Income and Employment:** Classical Theory and Keynesian Theory, Says Law of Market. Effective Demand.

**Term-2**

**Part – B**

**Consumption Function:** Meaning, Importance and Determinants of Consumption – Subjective and Objective. Keynes Psychological Law of Consumption.

**Investment:** Concept, types and determinants. Net Present Value and Marginal Efficiency of Capital.

**Working of Multiplier:** Static and Dynamic, Accelerator, Interaction between Multiplier and Accelerator.

**Inflation:** Meaning, types and theories (Demand pull and Cost push), consequences and cures of inflation.

**B.Com (Professional) Semester – II**

**BCP-206: BUSINESS ANALYTICAL TECHNIQUES - II**

**Term-1**

**Part–A**

**Correlation Analysis:** Simple correlation between two variables (grouped and ungrouped data). Rank correlation, Concurrent correlation, Simple Regression Analysis; Grouped and ungrouped data.

Interpolation and Extrapolation with equal and unequal class intervals (Binomial, Newton's and Lagrange's Formula).

**Term-2**

**Part–B**

Probability Theory: Addition and Multiplication Theorems; Probability Distribution; Binomial, Poisson and Normal (Fitting of these distributions).

Theory of Attribution and Consistency of Data, Sampling Techniques.

Sources of Statistical Data Relating to Agriculture. Industry, Population, National Income trade and prices.