



BBA

Semester II

Calicut University

Business Economics

Course Code: BBA2CJ101 • Module SYLLABUS Notes

Course Syllabus

Course Code: BBA2CJ101 | **Course Title:** Business Economics | **Semester:** II

Module I: Introduction to Managerial Economics & Demand Analysis

- Unit 1: Nature, Scope, and Fundamentals of Business/Managerial Economics.
- Unit 2: Law of Demand, Determinants of Demand, Demand Schedule & Curve.
- Unit 3: Elasticity of Demand – Price, Income, Cross Elasticity & Measurement.
- Unit 4: Demand Forecasting Methods – Expert Opinion, Survey, Trend Projection.

Module II: Production and Cost Analysis

- Unit 5: Production Function – Short-Run Law of Variable Proportions.
- Unit 6: Long-Run Production Function – Returns to Scale & Isoquants.
- Unit 7: Cost Concepts – Explicit/Implicit, Fixed/Variable, Opportunity Costs.
- Unit 8: Short-Run and Long-Run Cost Curves, Economies of Scale.

Module III: Market Structure and Pricing Strategies

- Unit 9: Perfect Competition – Price & Output Determination in Short/Long Run.
- Unit 10: Monopoly – Features, Price Discrimination, Equilibrium.
- Unit 11: Monopolistic Competition – Product Differentiation & Selling Costs.

- Unit 12: Oligopoly – Features, Kinked Demand Curve, Collusive Pricing.

Module IV: Macroeconomic Environment & Business Cycles

- Unit 13: National Income Concepts (GDP, GNP, NNP, Real vs Nominal).
- Unit 14: Inflation – Demand-Pull, Cost-Push, Measurement & Control.
- Unit 15: Business Cycles – Phases (Expansion, Peak, Contraction, Trough).
- Unit 16: Fiscal & Monetary Policies – Tools, RBI Operations, Policy Impact.

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