

<b>Teaching Plan (2024-25)</b>			
<b>DEPARTMENT OF COMMERCE</b>			
<b>SHYAM LAL COLLEGE, UNIVERSITY OF DELHI</b>			
<b>Course and Semester: B Com (P)</b>		<b>Semester V</b>	
<b>Subject: Business Economics (DSC 5.2)</b>			
<b>Teacher- Ms. Reena Yadav</b>			
<b>S.No.</b>	<b>From</b>	<b>To</b>	<b>Topics</b>
<b>Week 1</b>	01 <sup>st</sup> August 2024	02 <sup>nd</sup> August 2024	<b>Unit 1: Introduction to Business Economics:</b> Nature and scope of Business Economics, Demand and Supply: Meaning, law
<b>Week 2</b>	05 <sup>th</sup> August 2024	09 <sup>th</sup> August 2024	Individual Vs Market, Movement Vs Shift, Market equilibrium. Elasticity of Demand: Price, income and cross elasticities, Measurement of elasticity of demand: outlay and percentage method, Elasticity of supply: concept and measurement (Percentage method).
<b>Week 3</b>	12 <sup>th</sup> August 2024	16 <sup>th</sup> August 2024	<b>Unit 2: Consumer Behaviour:</b> Cardinal Vs Ordinal Utility, Indifference curves: features, budget line, Consumer's equilibrium
<b>Week 4</b>	19 <sup>th</sup> August 2024	23 <sup>rd</sup> August 2024	ICC and Engels curve, PCC and derivation of demand curve
<b>Week 5</b>	26 <sup>th</sup> August 2024	30 <sup>th</sup> August 2024	Income and substitution effects of price change (normal, inferior and giffen goods)
<b>Week 6</b>	02 <sup>nd</sup> September 2024	06 <sup>th</sup> September 2024	Applications: effect of interest rates on household savings, lump sum subsidy Vs excise subsidy.
<b>Week 7</b>	09 <sup>th</sup> September 2024	13 <sup>th</sup> September 2024	<b>Unit 3: Production and Cost:</b> Production function: TP, AP and MP, Law of Variable proportions.
<b>Week 8</b>	16 <sup>th</sup> September 2024	20 <sup>th</sup> September 2024	Isoquants: properties, optimal combination of resources, expansion path and returns to scale.
<b>Week 9</b>	23 <sup>rd</sup> September 2024	27 <sup>th</sup> September 2024	Cost: Different cost concepts, Derivation of short run and long run cost curves (LAC and LMC), Economies and Diseconomies of scale.
<b>Week 10</b>	30 <sup>th</sup> September 2024	04 <sup>th</sup> October 2024	<b>Class Tests, Assignment</b>
<b>Week 11</b>	07 <sup>th</sup> October 2024	11 <sup>th</sup> October 2024	Numerical Based on Unit 3: Production and Cost
<b>Week 12</b>	14 <sup>th</sup> October 2024	18 <sup>th</sup> October 2024	<b>Unit 4: Market Structures:</b> Perfect competition: features, equilibrium under short run and long run, derivation of supply curve under short run and long run.
<b>Week 13</b>	21 <sup>st</sup> October 2024	25 <sup>th</sup> October 2024	Monopoly: features, equilibrium under short run and long run, absence of supply curve, Price discrimination: degrees, conditions and dumping.

<b>Week 14</b>	27 <sup>th</sup> October 2024	03 <sup>rd</sup> November 2024	<b>Mid Semester Break</b>
<b>Week 15</b>	04 <sup>th</sup> November 2024	08 <sup>th</sup> November 2024	Monopolistic competition: features, product differentiation and excess capacity and equilibrium.
<b>Week 16</b>	11 <sup>th</sup> November 2024	15 <sup>th</sup> November 2024	Oligopoly: Collusive and non- collusive: Cournot's model, Kinked demand curve, Cartels (OPEC and CIPEC)
<b>Week 17</b>	18 <sup>th</sup> November 2024	22 <sup>nd</sup> November 2024	<b>Unit 5: Contemporary Issues and applications:</b> Rent control, Minimum wages, Individual supply curve of labour, Peak load Pricing, Prisoners' dilemma and Game Theory
<b>Week 18</b>	25 <sup>th</sup> November 2024	28 <sup>th</sup> November 2024	<b>Revision, Doubt Session and Test</b>

## Teaching Plan (2024-25)

### BCH Sem V DSC 5.2 Business Economics

Teacher Name : Ms. Reena Yadav

01-Aug-24	03-Aug-24	Unit 1: Introduction to Business Economics: Nature and scope of Business Economics, Demand and Supply: Meaning, law, Individual Vs Market, Movement Vs Shift, Market equilibrium.
05-Aug-24	10-Aug-24	Elasticity of Demand: Price, income and cross elasticity. Measurement of elasticity of demand: outlay and percentage method. Elasticity of supply: concept and measurement (Percentage method).
12-Aug-24	17-Aug-24	Unit 2: Consumer Behaviour: Cardinal Vs Ordinal Utility, Indifference curves: features, budget line, consumers equilibrium,
19-Aug-24	24-Aug-24	ICC and Engels curve, PCC and derivation of demand curve,
26-Aug-24	31-Aug-24	Income and substitution effects of price change (normal, inferior and giffen goods),
02-Sep-24	07-Sep-24	Applications: effect of interest rates on household savings, lump sum subsidy Vs excise subsidy.
09-Sep-24	14-Sep-24	Unit 3: Production and Cost : Production function: TP, AP and MP, Law of Variable proportions.
16-Sep-24	21-Sep-24	Isoquants: properties, optimal combination of resources, expansion path and returns to scale.
23-Sep-24	28-Sep-24	Cost: Different cost concepts, Derivation of short run and long run cost curves (LAC and LMC), Economies and Diseconomies of scale.
30-Sep-24	05-Oct-24	Numerical Based on Unit 3
07-Oct-24	12-Oct-24	Assesment, class test, presentation
14-Oct-24	19-Oct-24	Unit 4: Market Structures: Perfect competition: features, equilibrium under short run and long run, derivation of supply curve under short run and long run.
21-Oct-24	26-Oct-24	Monopoly: features, equilibrium under short run and long run, absence of supply curve, Price discrimination: degrees, conditions and dumping.
27-Oct-24	03-Nov-24	Semester Break
04-Nov-24	09-Nov-24	Monopolistic competition: features, product differentiation and excess capacity and equilibrium.

11-Nov-24	16-Nov-24	Oligopoly: Collusive and non- collusive: Cournot's model, Kinked demand curve, Cartels (OPEC and CIPEC)
18-Nov-24	23-Nov-24	Unit 5: Contemporary Issues and applications: Rent control, Minimum wages, Individual supply curve of labour, Peak load Pricing,
25-Nov-24	28-Nov-24	Prisoners' dilemma and Game Theory. Revision and assessment

**DEPARTMENT OF COMMERCE**  
**SHYAM LAL COLLEGE, UNIVERSITY OF DELHI**

**Teacher- Mrs. Reena Yadav**

**Subject-Principles of Marketing**

**B.Com. (H) Semester III**

S.N.	From	To	Topics
Week 1	1-Aug-24	3-Aug-24	Introduction to Marketing: Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing, Marketing Mix.
Week 2	5-Aug-24	10-Aug-24	Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics.
Week 3	12-Aug-24	17-Aug-24	Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural
Week 4	19-Aug-24	24-Aug-24	Consumer Behaviour and Market Selection, Consumer Behaviour: Need for studying consumer Behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions.
Week 5	26-Aug-24	31-Aug-24	Market Selection: Choosing market value through STP.
Week 6	2-Sep-24	7-Sep-24	Market Segmentation- bases of segmenting consumer markets.
Week 7	9-Sep-24	14-Sep-24	Market Targeting, Product Positioning – concept and bases. Presentation
Week 8	16-Sep-24	21-Sep-24	Product Decisions and New Product Development, Product Decisions: Concept and classification; Levels of Product. Designing value: Product-mix
Week 9	23-Sep-24	28-Sep-24	Branding- types, significance, and qualities of good brand name; Packaging and Labeling- types and functions; Product support services.
Week 10	30-Sep-24	5-Oct-24	New Product Development: New product development process; Product life cycle – concept and marketing strategies.
Week 11	7-Oct-24	12-Oct-24	Pricing Decisions and Distribution Decisions Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies.
Week 12	14-Oct-24	19-Oct-24	Distribution Decisions: Delivering Value; Channels of distribution- types and functions. <b>Doubt Session and Test</b>

Week 13	21-Oct-24	26-Oct-24	Wholesaling and Retailing; Factors affecting choice of distribution channel; Logistics decisions.
	28-Oct-24	2-Nov-24	<b>MID SEMESTER BREAK</b>
Week 14	4-Nov-24	9-Nov-24	Promotion Decisions: Communicating Value; Communication process.
Week 15	11-Nov-24	16-Nov-24	Importance of Promotion. Promotion-mix tools- advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication.
Week 16	18-Nov-24	23-Nov-24	Developments in Marketing: Sustainable Marketing- concept and issues. Rural marketing- characteristics and rural marketing mix. Social marketing- concept and issues. Digital marketing- concepts and tools. <b>Revision</b>
Week 17	25-Nov-24	28-Nov-24	Revision and doubt classes + Test +IA showing

Teaching Methods : Discussions, Presentations, Illustrations and Case Studies, Projects

