



BUSINESS ECONOMICS

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FIRST EDITION

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(SCIENTIFIC INTERNATIONAL PUBLISHING HOUSE)

TITLE OF THE BOOK: Business Economics

Edition: First – 2022

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ISBN: 978-93-94002-72-2

MRP: Rs. 650/-

PUBLISHER & PRINTER: Scientific International Publishing House

Website: www.sipinternationalpublishers.com

SYLLABUS

UNIT-I

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.

UNIT-II

Demand and Supply Functions: - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium.

UNIT-III

Consumer Behaviour: Law of Diminishing Marginal utility – Equimarginal Utility – Indifference Curve – Definition, Properties – Equilibrium.

UNIT-IV

Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale - Cost Classification – Break Even Analysis.

UNIT-V

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Price Determination and Models.

AUTHORS PROFILE



Dr. P. Geetha is working as an Associate Professor in the Department of Economics, Sri GVG Visalakahi College for Women (Autonomous), Udumalpet, Tirupur District, which is affiliated to Bharathiar University, Coimbatore. She graduated in Economics from PSGR Krishnammal College for Women, Coimbatore, Post Graduate in Economics from Sri GVG Visalakahi College for Women Udumalpet, M.Phil from Bharathiar University and Doctoral Degree at PSG College of Arts and Science, Coimbatore. She is Silver Medallist in Diploma in Population Science, International Institute of Population Sciences, Mumbai. She has nearly 22 years of teaching experience and is a recognised guide for M.Phil and Ph.D. She has nearly 15 articles published in National and International Journals, Conference Proceedings and in edited books.



Dr. S. Sripriya is working as an Assistant Professor in the Department of Economics, Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet affiliated to Bharathiar University, Coimbatore, Tamil Nadu. She is the proud alumni, did her M.A., M.Phil., Ph.D. in the same college. She has 12 years of teaching experience at both UG and PG level. She has published more than 10 articles as book chapters and one Scopus indexed journal. Presented paper in 15 national and international level seminars and conferences. Her area of research and teaching is Monetary Economics, Micro Economics, Macro Economics and Mathematical Methods. She has received Lead Outstanding Faculty Award in Economics -2020, The Best Assistant Professor, 4th International Academic Excellence Award – 2021.



Dr. J. Geethamani working as Assistant Professor, Department of Economics, Sri .S. Ramasamy Naidu Memorial College, Sattur, Virudhunagar district since 2019. She began her Collegiate teaching profession from 2007 onwards. She has 14 years of teaching experience and mastered herself in the area of Industrial Economics, Managerial Economics, International Business and Research Methodology. She has been instrumental in conducting social welfare program in association with Leonard Cheshire Home Livelihood Resource Centre Coimbatore. She is a life member of Association of Economist of Tamil Nadu. She has participated in quite a few numbers of state level, national level and international level Seminars, Workshops and Conferences and contributed articles and published journals and books. She has guided many projects at PG level and she produced 3 M.Phil candidates.



Dr. R. Anbuselvi is working as an Assistant Professor in the Department of Economics, Nirmala College for Women (Autonomous), which is affiliated to Bharathiar University, Coimbatore. She is Post Graduate in Economics from Sri GVG Visalakshi College for Women Udumalpet, MBA in BSMED, Bharathiar University, M. Phil from Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and Doctoral Degree at Sri GVG Visalakshi College for Women, Udumalpet, Tirupur district. She also completed Diploma in Computer Application course. She has nearly 12 years of teaching experience and 6 years of research experience which will be obliging in enchanting classes for Management, Commerce and Economics students. She has published nearly 12 articles in National and International Journals, seminars, Conference Proceedings and in edited book.



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ISBN : 978-93-94002-72-2
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