

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 107
Course Name: Business Economics

L - 4, T - 0
Credits – 4

Objective: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course Outcomes:

- CO1:** Understand the fundamental concepts of business economics
- CO2:** Analyze the relationship between consumer behaviour and demand
- CO3:** Explore the theory of production and through the use of ISO -Quants
- CO4:** Understand the concept and relevance of short term and long term cost
- CO5:** Examine pricing decisions under various market conditions
- CO6:** Analyze economic challenges posed to businesses