



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATA SHEET

SEMESTER	I	BATCH	2026
COURSE NAME	BUSINESS ECONOMICS	COURSE CODE	26UCCGE1001
COURSE UNITS	5	COURSE TYPE	Generic Elective(GE) - I
CONTACT HOURS (L-T-P)	3-1-0	CREDITS	4
OFFERED BY	B.Com(CA)	SHIFT (I / II) Shift I - 8:15 am - 12:50 pm Shift II - 1:00 pm - 5:30 pm	Shift II - 1:00 pm - 5:30 pm

COURSE OBJECTIVES

1	To understand about the introduction of Economics
2	Ability to gain the knowledge of Demand and Supply, Elasticity and Demand Forecasting
3	To learn about the Law of Diminishing Marginal Utility.
4	To understand about the concept of Law of variable proportion and Break Even Analysis.
5	To learn about Product Pricing-Monopoly, Monopolistic and Oligopoly.

COURSE OUTCOMES: On completion of the course the students will be able to...

	CO Statement	Cognitive Level
CO1	Explain the positive and negative approaches in economic analysis	K1-k3 (Understand and Analyze)
CO2	Understand the factors of demand forecasting	K1-k3 (Understand



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		and Apply)
CO3	Know the assumptions and significance of the indifference curve	K1-k4 (All levels)
CO4	Outline the internal and external economies of scale	K1-k2 (Understand and evaluate)
CO5	Relate and apply the various methods of pricing	K1-k3 (Understand and Apply)

SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction to Business 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.	15
2	Demand and Supply Functions Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium	15
3	Consumer Behaviour Definition of consumer behaviour – Impact of consumer behaviour to market - Law of Diminishing Marginal utility – Equi Marginal Utility – Indifference Curve – Definition, Properties and equilibrium.	10
4	Production Law of Variable Proportion – Laws of Returns to Scale – Producer's Equilibrium– Economies of Scale - Cost Classification – Break Even Analysis	10



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5	Product Pricing Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods.	10
Note (if any)		60

TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. S. Shankaran – <i>Business Economics</i>, Margham Publications, Chapter 17, 2022 2. P.L. Mehta – <i>Managerial Economics: Analysis, Problems & Cases</i>, 14th Edition, Sultan Chand & Sons, New Delhi , 2022 3. Francis Cherunilam – <i>Business Environment</i>, 9th Edition, Himalaya Publishing House, Mumbai, 2022 4. Peter Mitchelson and Andrew Mann – <i>Economics for Business</i>, Thomas Nelson, Australia, 2023 5. C.M. Chaudhary – <i>Business Economics</i>, RBSA Publishers, Jaipur, 2023
Books For Reference	1. R. G. D. Allen. <i>Economics of the Firm: Theory and Practice</i>. 4th Edition, Routledge, 2022 2. William F. Samuelson & Stephen G. Marks. <i>Managerial Economics: Principles and Worldwide Applications</i>. 8th Edition, Wiley, 2022. 3. Christopher R. Thomas & S. Charles Maurice. <i>Managerial Economics</i>. 13th Edition, McGraw-Hill Education, 2022. 4. Dominick Salvatore. <i>Managerial Economics in a Global Economy</i>. 9th Edition, Cengage Learning, 2023. 5. David W. Pearce II & Richard A. Turner. <i>Managerial Economics: A Strategic Approach</i>. 3rd Edition, McGraw-Hill Education, 2023



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E-Learning Resources	1. www.economicconcept.com 2. www.tutorialspoint.com 3. www.economicsdiscussion.net 4. www.umass.edu 5. www.researchgate.net
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PEDAGOGY (TEACHING METHODOLOGY):

- MCQ
- Web resources
- Student Assignments

CO-PO AND CO-PSO MAPPING:									
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2
CO4	3	2	2	3	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2
Average (Use only filled in cells for calculation)	3	2	2.6	2.8	2.2	2	2	2	2

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING			
CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Students will acquire Moderate Domain Knowledge in the concept of Business Economics.



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	PO2	2	Students will acquire Moderate life skills about positive and normative Economics.
	PO3	2	Students will get basic domain skills.
	PO4	2	Student will apply this knowledge in higher education
	PO5	2	Students will get basic domain skills.
	PO6	2	Students can provide moderate contributions to ethical and moral values to society.
	PSO1	1	Possess basic domain knowledge in Economies of scale.
	PSO2	2	Possess basic domain skills in Theory of production.
	PSO3	2	Apply the knowledge for gaining employment or doing higher studies.
CO2	PO1	3	Students will acquire Moderate domain knowledge through the law of Demand and its Elasticity of demand.
	PO2	2	Students will acquire Moderate knowledge about the law of supply and demand..
	PO3	3	Possess basic domain knowledge in product pricing.
	PO4	3	Student will apply this knowledge for higher education
	PO5	2	Acquire moderate knowledge in pricing policies.
	PO6	2	Very good direct contribution to the development of society through their own business.
	PSO1	2	Acquire moderate domain knowledge through the understanding of consumer behavior.
	PSO2	2	Acquire moderate domain skills through analyzing the different schemes provided by Business Economics.
	PSO3	2	Very helpful for doing business and for higher studies.



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CO3	PO1	3	Moderate Domain Knowledge for conceiving ideas in theory of production
	PO2	2	Acquire good life skills for analyzing ideas of Business opportunity.
	PO3	3	Provide solutions for selecting the ideas of business economics.
	PO4	3	Mandatory to do higher studies.
	PO5	2	Mandatorily it is helpful for doing research.
	PO6	2	Very good contribution to do the business with ethical and human values.
	PSO1	2	Acquire good domain knowledge for getting business ideas and convert their ideas into products.
	PSO2	2	Possess good domain skills for converting business ideas into products.
	PSO3	2	Mandatory for doing business and for higher studies.
CO4	PO1	3	Students will acquire Moderate Domain Knowledge in the concept of EDP
	PO2	2	Acquire good life skills by attending EDP
	PO3	3	Design solution for conducting EDPs
	PO4	3	Mandatory to enrich the EDP
	PO5	2	Mandatorily it is helpful for doing research.
	PO6	2	Very good contribution to the business world through EDPs and also create ethical and human values.
	PSO1	2	Acquire good domain knowledge by attending EDPs
	PSO2	2	Acquire good life skills by conducting EDP



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	PSO3	2	Moderate domain skills for conducting MDPs and TPs.
CO5	PO1	3	Acquire Good Domain Knowledge in the concept of entrepreneurial growth.
	PO2	2	Students will acquire Moderate life skills about the Franchising/Dealership.
	PO3	3	Provide solution for problems of women entrepreneurship
	PO4	3	Students will apply this knowledge for doing higher education or research.
	PO5	2	Mandatorily it is helpful for doing research for the development of women entrepreneurship.
	PO6	2	Very good direct contribution to SHG
	PSO1	2	Acquire moderate domain knowledge through the understanding of changing economic scenario for small and medium scale entrepreneurs
	PSO2	2	Acquire good life skills by Development of women entrepreneurship
	PSO3	2	Moderate domain skills for starting incubation centres.



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COURSE DATA SHEET

SEMESTER	II	BATCH	2026
COURSE NAME	E-COMMERCE	COURSE CODE	
COURSE UNITS	5	COURSE TYPE	Generic Elective(GE) - II
CONTACT HOURS (L-T-P)	4-1-0	CREDITS	4
OFFERED BY	B.Com(CA)	SHIFT (I / II) Shift I - 8:15 am - 12:50 pm Shift II - 1:00 pm - 5:30 pm	Shift II - 1:00 pm - 5:30 pm

COURSE OBJECTIVES

1.	To understand the concepts concept E-commerce v/s Traditional Commerce and E-Business
2.	To study the Business models of e-commerce
3.	To enable the students to know about the components of a website, Concept & design website for E-Commerce
4.	To gain knowledge about the Electronic Payment system
5.	To acquire knowledge about AI in e-commerce

COURSE OUTCOMES: On completion of the course the students will be able to...

	CO Statement	Cognitive Level
CO1	Demonstrate an understanding on concept, importance and impact of E-commerce.	K2 - K4 (Understand and Analyse)
CO2	Analyze the business models and describe the Internet standards and web services including future of internet infrastructure.	K1 - K4 (Understand ,Apply andAnalyse)
CO3	Describe the Marketing Strategies and its Website Components.	K1 - K3 (Understand and Apply)



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CO4	Assess and evaluate electronic payment systems with solutions to Security Issues.	K1 – K6 (All levels)
CO5	Awareness on AI in E-Commerce.	K1 – K6 (All levels)

SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce –History of E- Commerce – EDI – Importance , features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce	15
2	Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce – E- Business Infrastructure – The internet – Intranets and Extranets – World Wide Web – Voice over IP (VoIP) – The Internet Standards – The HTTP Protocol – Audio and Video Standards – Managing E- Business Infrastructure – Web services and Service-oriented architecture – (SOA) –New access devices – future of the internet infrastructure.	15
3	Marketing strategies & E – Commerce: Website – components of website – Concept & Designing website for E- Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising – Mobile Commerce.	15



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4	Electronic Payment system: Introduction – Online payment systems – prepaid and postpaid payment systems – UPI – e- cash, e – cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics- EDP and business plan	15
5	E-Commerce and Artificial Intelligence Introduction to Artificial Intelligence – Definition and History of AI, AI in e-commerce: Automation, Personalization and Analytics, AI technologies: Machine Learning, Natural Language Processing and Computer Vision, AI in Customer Service: chat bots, Virtual Assistant, Personalization and Recommendation Systems.	15
Note (if any)		

TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Efraim Turban, David King, Jon Outland, Jae Kyu Lee, Ting-Peng Liang, and Deborrah C. Turban. <i>Electronic Commerce 2022</i>: 2. Dave Chaffey. <i>E-Business and E-Commerce Management: Strategy, Implementation, and Practice</i>. 7th Edition, Pearson Education, 2022. 3. Ravi Kalakota and Andrew B. Whinston. <i>Frontiers of Electronic Commerce</i>. Addison-Wesley, 2022. 4. William Stallings and Tom Case. <i>Business Data Communications: Infrastructure, Networking, and Security</i>. 7th Edition, Pearson Education, 2023. 5. Janice Reynolds. <i>E-Commerce</i>. Kalyani Publishers, 2023.
Books For Reference	1. Kenneth C. Laudon and Carol Guercio Traver. <i>E-Commerce 2021: Business, Technology, and Society</i>. 16th Edition, Pearson Education, 2021. 2. Jeffrey F. Rayport and Bernard J. Jaworski. <i>Introduction to E-Commerce</i>. 2nd Edition, Tata McGraw-Hill, 2022.



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	- Efraim Turban, David King, Jae Kyu Lee, and Ting-Peng Liang. <i>Electronic Commerce: A Managerial and Social Networks Perspective</i>. 9th Edition, Springer, 2022. - Jason R. Rich. <i>Starting an E-Commerce Business: The Complete Guide to Starting and Managing a Successful Online Store</i>. 2nd Edition, IDG Books, 2023. - Samantha Shurety. <i>E-Business with Net Commerce</i>. 3rd Edition, Addison-Wesley, 2023.
E-Learning Resources	www.udemy.com www.coursera.org www.shopify.com www.skillshare.com www.digitalmarketer.com

PEDAGOGY (TEACHING METHODOLOGY):

- Chalk & Talk
- Student Assignments
- Student seminar/webinars
- .MCQ
- Quizzes
- Web resources
- Group Discussion.



CO-PO AND CO-PSO MAPPING:									
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	3	2	1	3	2	2
CO2	2	2	2	3	2	2	3	3	3
CO3	3	2	3	2	3	2	2	3	3
CO4	2	3	3	2	1	2	3	3	3
CO5	2	3	3	1	1	3	2	3	3



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Average (Use only filled in cells for calculation)	2.2	2.4	2.6	2.2	1.8	2	2.6	2.8	2.8
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Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING			
CO	PO/PSO	Level of correlation	Justification
CO1	PO1	2	Basic understanding of E-Commerce moderately helps apply domain knowledge.
	PO2	2	E-Commerce knowledge builds logical assessment ability for real-life situations.
	PO3	2	Foundational knowledge supports addressing business challenges indirectly.
	PO4	3	Strong foundation prepares for advanced E-Commerce studies.
	PO5	2	Encourages learning mindset to adapt to digital trends.
	PO6	1	Limited direct role in shaping ethical behavior, mainly technical focus.
	PSO1	3	Directly sharpens program-specific knowledge application in E-Commerce.
	PSO2	2	Supports some practical exposure but not fully application-oriented.
	PSO3	2	Some role in preparing for real-world field challenges.
CO2	PO1	2	Analysis of models builds confidence but needs practical application.
	PO2	2	Contributes to logical thinking but not the primary life skill development area.
	PO3	2	Helps address technological challenges, but societal impact is indirect.
	PO4	3	Equips learners for further technical studies in E-Commerce.
	PO5	2	Some preparedness for lifelong learning, with evolving internet trends.
	PO6	2	Ethical aspects present in standards and models but not dominant.
	PSO1	3	Strengthens E-Commerce domain knowledge directly.
	PSO2	3	Clear application of knowledge in practical, technological scenarios.



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	PSO3	3	Well-prepares students for advanced roles and field application.
CO3	PO1	3	Marketing concepts directly build domain knowledge and confidence.
	PO2	2	Enhances logical understanding through digital strategies.
	PO3	3	Direct application of strategies helps solve business and societal challenges.
	PO4	2	Supports readiness for advanced studies but needs hands-on experience.
	PO5	3	Marketing requires continuous learning due to evolving trends.
	PO6	2	Ethical marketing practices are part of this outcome but not primary.
	PSO1	2	Some knowledge building, though highly applied components come later.
	PSO2	3	Marketing strategies are crucial for practical E-Commerce operations.
	PSO3	3	Prepares students to face real-world field marketing challenges.
CO4	PO1	2	Application of payment knowledge moderately enhances domain skills.
	PO2	3	Critical evaluation fosters logical, real-life decision-making.
	PO3	3	Payment security directly addresses technological and societal challenges.
	PO4	2	Some foundation for advanced studies, with more focus needed.
	PO5	1	Indirect influence on lifelong learning; it's more technical.
	PO6	2	Security relates to ethics but broader moral aspects need focus.
	PSO1	3	Payment system knowledge is central to program goals.
	PSO2	3	Strong link to technical application of payment evaluation.
	PSO3	3	Prepares students for practical field security challenges.
CO5	PO1	2	Legal awareness moderately boosts domain confidence.
	PO2	3	Strongly refines life skills through ethical understanding.
	PO3	3	Legal compliance contributes to solving societal issues.
	PO4	1	Limited foundation for technical advancement; focus is legal-ethical.
	PO5	1	Lifelong learning connection is minimal in this context.
	PO6	3	Legal and ethical awareness directly nurtures compassionate, moral behavior.



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PSO1	2	Some alignment with domain knowledge but mainly ethics focused.
PSO2	3	Strongly relevant to real-life legal E-Commerce scenarios.
PSO3	3	Prepares students to ethically navigate real-world challenges.

