



KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES - COIMBATORE

Approved by AICTE - New Delhi, Affiliated to Anna University - Chennai

A Nationally Ranked B School for MBA

No. 545, Sathy Main Road, Kurumbapalayam Post, Coimbatore - 641 107

LESSON PLAN

DEGREE - MBA (2018-2020)	SEMESTER I	TARGET SESSIONS – 45 Hrs
COURSE CODE – BA5101	COURSE TITLE – ECONOMIC ANALYSIS FOR BUSINESS	
FACILITATOR – Mr. A. ANBURAJ		

AIM:

To facilitate the students to understand with the principles, theory concepts of modern economics and make them to understand various economic variables to understand and make business decision. skill in economy by practical discussions.

COURSE OBJECTIVE

The objective of this course is to make the students to understand

- To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.
- Demand and Supply analysis
- Factors of production and different market structures.
- Monetary and fiscal policies.

LEARNING OUTCOMES:

After learning this course, the students would be familiar with:

- Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

COURSE DELIVERY:

Facilitate the students through theory and practical applications. To develop true interest in the subject text books and several websites are prescribed as the sources of study material. The teaching methodologies will include lecture, discussions through Power point presentations, Video show, Assignment writing and discussions. The students are expected to follow the lesson-plan and the guidance of course faculty.

Students are required to read text and additional reference book regularly and attend class with awareness about the topic scheduled in the lesson plan. Applying the concepts practically should enhance their knowledge to the maximum extent.

GRADING PATTERN

No.	Component	Unit Score	Times	Total Score	Weight
1	Attendance*			05	05
2	Internal Assessment Tests	50	3	100	10
3	Assignments	-	3	5	05
4	End Semester Examination	100	1	100	80
	Total				100

ATTENDANCE MARKS

Percentage of Attendance	Weight
96-100	5
91-95	4
86-90	3
81-85	2
76-80	1

CODE OF CONDUCT:

Any form of cheating, plagiarism, impersonation, falsification of a document as well as any other form of dishonest behavior related to the obtaining of academic gain or the avoidance of evaluative exercises committed by a student is judged as an academic offence.

CLASS PARTICIPATION:

It means physical, mental and intellectual participation in class. Students are expected to read well in advance for active participation in class. They need to contribute to the academic discussion in every session and quality of such contribution must be appreciable. They are welcome to share their practical experiences, provided those are relevant and related to topic.

IMPORTANT INFORMATION:

1. Students are required to be present in class at scheduled time.
2. They must carry their subject note book and lesson plan to the class.
3. If a student fails to attend the class within 05 minutes of its scheduled time, he will be marked absent.
4. Students are required to take consent from the course faculty for any kind of permission.

NO. OF STUDENTS ENROLLED IN THE CLASS: 120

COURSE PLAN/SCHEDULE

SESSION	CONTENT	PEDAGOGY	DELIVERABLES (ONLINE - VIDEOS / CASE STUDY)	RESOURCE	DATE OF CLASS HANDLED	NO OF STUDENTS PRESENT IN THE CLASS
Pre Videos for Unit I: https://www.youtube.com/watch?v=HVu89NQkqus – General theme of economy https://www.youtube.com/watch?v=1cYMW5d_bn4 – Basic Economic problems https://www.youtube.com/watch?v=PGaDeJ-oKzQ – Production possibility frontier https://www.youtube.com/watch?v=wvvgliP4gjY – Micro and macro economics						
UNIT I-INTRODUCTION TO ECONOMICS						
1	Themes of Economics Scarcity and Efficiency	PPT & Black Board	https://en.wiki books.org/wiki/Principles_ofEconomics/What_Is_Economics	RB-1, CH-1, Pg:3-8		
2	Three Fundamental Economic Problems	PPT	http://study.com/academy/lesson/what-is-the-basic-economic-problem-of-scarcity-lesson-quiz.html	RB-2, CH-1, Pg 4,8-10		
3	Society's Capability in Solving Economic Problems, Productive vs economic efficiency	PPT	http://www.investopedia.com/terms/p/productionpossibilityfrontier.asp	RB-2, CH- 1, Pg-12-17		
4	Production Possibility Frontier and Curve	PPT		http://staffwww.fullcoll.edu/fchan/macroeconomics/1production_possibility_frontier.htm		
5	Micro and Macro Economics	PPT	http://keydifferences.com/difference-between-microeconomicsandmacroeconomics.html http://are.berkeley.edu/~zilber11/EEP101/Detail%20Notes%20PDF/Cha03,%20Externalities.pdf	RB-1, CH- 1, Pg-11,12 TB-2, CH- 1, Pg-5		

6	The Role of Market and Governments, Externalities	PPT	https://en.wikipedia.org/wiki/Externality	RB -1		
<p>Pre Videos for Unit II: https://www.youtube.com/watch?v=2Wp-diDRVKI –Demand and Supply https://www.youtube.com/watch?v=WZ0I9t9QoZ0 - Law of Demand and Supply https://www.youtube.com/watch?v=URIjtaP6SPk – Economies of Scale https://www.youtube.com/watch?v=uDHv1ZNFB9M – Difference short run long run production function</p>						
UNIT II – CONSUMER AND PRODUCER BEHAVIOUR						
7	Market, Demand and Supply	PPT	http://www2.palomar.edu/users/llee/Economics%20100%20Class%204.pdf	RB-1, CH- 2, Pg-62, Pg-68,		
8	Determinants of Demand, Supply	PPT		RB-1, CH- 2, Pg-69-72,		
9	Elasticity of Demand, Elasticity of Supply	PPT	http://www.investopedia.com/terms/d/demand-elasticity.asp	RB-1, CH- 2, Pg-64-68		
10	Market Equilibrium, Consumer Equilibrium, Approaches to consumer Behaviour	PPT	http://gradestack.com/General-Economics-for-CA/Theory-of-Consumer/ConsumersEquilibrium/22638-4480-54552-study-wtw	RB-1CH- 2,PHh76-79		
11	Short Run and Long Run Production Function	PPT	http://www2.palomar.edu/users/llee/Economics%20100%20Class%204.pdf	RB-1, CH- 2 Pg-187- 196		
12	Returns to Scale	PPT		RB-2		
13	Economics Vs Diseconomies of Scale	PPT		RB 1 CH- 3, Pg-202,203 &239-241		
14	Analysis of Cost, Short run and Long run Cost Function	PPT	http://www2.palomar.edu/users/llee/Economics%20100%20Class%204.pdf	RB-1,CH-3, Pg-215-220, 221-230		
15	Relation Between Production and Cost Function	PPT	http://www.investopedia.com/terms/d/demand-elasticity.asp	RB-1, CH-3, Pg-232-235		

Pre Videos for Unit III:<https://www.youtube.com/watch?v=9Hxy-TuX9fs> – Market structure<https://www.youtube.com/watch?v=FZMUaHM1Yrk>- Types of market structure<https://www.youtube.com/watch?v=jXuMZhws8mQ> – Factors market<https://www.youtube.com/watch?v=VZD7dTSHmIo> – Factors of production**UNIT III – PRODUCT AND FACTOR MARKET**

16	Product Market Perfect and Imperfect Market	PPT	http://quickeconomics.com/2014/11/perfect-competition-vs-imperfect-competition/	RB-1, CH-4, Pg-253-266 TB-2, CH-2, Pg-209-216		
17	Perfect and Imperfect Market Differences	PPT		TB-1, CH-4, Pg-253-266 TB-2, CH-2, Pg-209-216		
18	Different Market Structures Monopoly, Oligopoly. Monopolistic Competition	PPT & Black Board	http://www.investopedia.com/university/economics/economics6.asp	RB-1, CH-4, Pg-274-283 TB-1, CH-4, Pg-322-343, 304-312		
19	Firms Equilibrium and Supply	PPT		RB-1, CH-4, Pg-61-266		
20	Market Efficiency, Economic Costs of imperfect Competition	PPT	http://study.com/academy/lesson/imperfect-competition-in-economics-definition-examples.html	RB-2, CH- 2, Pg-247,248		
21	Factor Market- Land, Labour, and Capital,	PPT		RB-2, CH-3, Pg-283,305-310, V		
22	Demand and supply Determination of Factor prices,	PPT		RB-2, CH-3, Pg-352-360, Pg-292-298		
23	Determination of Factor prices,	PPT		RB-2, CH-3, Pg-292-298		
24	General Equilibrium and Efficiency of competitive markets	PPT	https://www.slideshare.net/Annie05/general-equilibrium-and-economic-efficiency-presentation	https://en.wikipedia.org/wiki/General_equilibrium_theory		

Pre Videos for Unit IV:<https://www.youtube.com/watch?v=PKH2wtDT3E> – Circular flow of income<https://www.youtube.com/watch?v=iWsI48ZTz4E> – Concept of national income<https://www.youtube.com/watch?v=otmgFQHbaDo> – Fiscal policy<https://www.youtube.com/watch?v=n8F2BrMYu0s> – Demand side policies**UNIT IV: PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS**

25	Macro Economic Aggregates	PPT	https://data.gov.in/dataset-group-name/macro-economic-aggregates-and-population	RB-2, CH-5, Pg-465-473		
26	Circular Flow of macroeconomic activity Two, Three and four sector	PPT	http://study.com/academy/lesson/circular-flow-of-economic-activity-the-flow-of-goods-services-resources.html	RB-1, CH-6, Pg-434-436		
27	National Income Determination	PPT	http://www.yourarticlelibrary.com/economics/national-income/the-determination-of-national-income-keynes-basic-two-sector-model/37724/	RB-1, CH-6, Pg-441-456		
28	National income calculations	PPT & White Board		https://www.tutor2u.net/economics/reference/measuring-national-income		
29	Aggregate Demand, Aggregate Supply Macro Economic Equilibrium	PPT	https://en.wikipedia.org/wiki/Aggregate_demand , http://www.economicsonline.co.uk/Managing_the_economy/Aggregate+supply.html	RB-1, CH-6, Pg-437-440		
30	Macro Economic Equilibrium	PPT		RB-2, CH-5, Pg-476-481,		
31	Components of Aggregate Demand , National Income	PPT	http://www.businessdictionary.com/definition/macro-economic-equilibrium.html	http://www.economicsdiscussion.net/national-income/components-national-income/top-17-components-of-national-income/18793		

32	Business Cycles and Multiplier Effect	PPT	https://www.intelligenteconomist.com/components-of-aggregate-demand/	RB-1, CH-5, Pg-492-512		
33	Demand Side Management,	PPT	http://thismatter.com/economics/economic-growth-business-cycles.htm	RB-2, CH-7, Pg-824-835		
34	Fiscal policy in Theory	PPT		http://macroeconomicanalysis.com/macroeconomics-wikipedia/fiscal-policy/		

Pre Videos for Unit V:

https://www.youtube.com/watch?v=7PKY2_YQFVE – Supply side policies

<https://www.youtube.com/watch?v=fLaMicTbPkw> – Unemployment and inflation

<https://www.youtube.com/watch?v=tULRch1PRQ> – Monetary policy

UNIT V: AGGREGATE SUPPLY AND THE ROLE OF MONEY

35	Short Run Supply Curve, Long run Supply Curve,	PPT	http://economics.about.com/od/http://www.economicdiscussion.net/articles/short-run-and-long-run-supply-curves-explained-with-diagram/1677nslaw.asp	RB-2, CH-7, Pg-767-773		
36	Unemployment and its Impacts,	PPT		RB-2, CH-7, Pg-773-775		
37	Okun's law	PPT & White Board		RB-2, CH-7, 777-783		
38	Inflation and its Impact, Reasons for Inflation	PPT & Black Board	http://www.investorguide.com/article/11135/what-is-inflation-how-its-measured-and-its-impact-on-your-investments-igu/	RB-2, CH-7, Pg-793-811		
39	Demand Vs Supply Factors, Demand and Supply of money	PPT	http://2012books.lardbucket.org/books/macroeconomics-principles-v1.0/s13-02-demand	RB-1, CH-5, Pg-465-468		
40	Inflation Vs Unemployment Trade Off	PPT	http://www.economicshelp.org/blog/571/unemployment/trade-off-between-unemployment-and-inflation/	http://www.sparknotes.com/economics/macro/measuring2/section3.rhtml		

41	Phillips Curve-Short run and Long-run,	PPT	https://www.boundless.com/economics/textbooks/boundless-economics-textbook/inflation-and-unemployment-23/the-relationship-between-inflation-and-unemployment-105/the-long-run-phillips-curve-401-12498/	RB-2, CH-7, Pg-806-810		
42	Supply side policy and management	PPT		http://www.economicsonline.co.uk/Global_economics/Supply-side_policies.html		
43	Demand and supply of money	PPT		RB -2		
44	Money Market, its Equilibrium and National Income	PPT & Black Board	http://www.slideshare.net/aarathana/role-of-monetary-policy-in-india	RB-3, CH-3, Pg-247-250		
45	The Role of Monetary policy			https://rbidocs.rbi.org.in/rdocs/Publications/PDFs/MPR_F4A9FF233E5B5453D856849DD52D5F6A4.PDF		

LEARNING RESOURCES:

SN	RESOURCES	PARTICULARS
1	REFERENCE BOOKS	RB 1- Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19 th edition, Tata McGraw Hill, New Delhi, 2010.
		RB 2 - William Boyes and Michael Melvin, Textbook of economics, Biztantra, 9 th edition, 2012.
		RB 3 - N. Gregory Mankiw, Principles of Economics, 7 th edition, Cengage, New Delhi, 2014.
		RB 4 - Richard Lipsey and Alec Charystal, Economics, 12 th edition, Oxford, University Press, New Delhi, 2011.
		RB 5- Karl E. Case and Ray C. fair, Principles of Economics, 12 th edition, Pearson, Education Asia, New Delhi, 2014.
2	SUPPLEMENTARY READING MATERIALS	Geetika, Piyali ghosh and Purba Roy Choudhury, Managerial Economics, Tata McGraw-Hill, New Delhi, 2008
		http://economics.fundamentalfinance.com/
3	JOURNALS	The Indian Economic Journal
		Indian Journal of Economics and Development
		Journal of International Economics, Indian Economic Review
		Indian Economic Review
4	WEBSITES	https://india.gov.in/topics/finance-taxes/economy
		http://www.indianeconomy.net/
		http://arthapedia.in/index.php?title=Home_Page
		http://indianeconomy.org/
		http://www.economist.com/topics/websites
5	VIDEOS	https://www.youtube.com/watch?v=vLPPf0hunwc&list=PLbMVogVj5nJRTAVF4-tueujAFiLKIV3Mo
		https://www.youtube.com/watch?v=49_SW_YlwjI&t=1374s
		https://www.youtube.com/watch?v=u7H177Hg0Zk&list=PLWEdFX-t6_I6onPxsVg-nc6aGDwTLcn34
		https://www.youtube.com/watch?v=YIOVvE57hO0

INTERNAL ASSESSMENT TESTS DATES AND PORTIONS

TEST	PORTIONS	DATE OF EXAM	PAPER CORRECTION COMPLETION DATE	NO.OF STUDENTS REGISTERED	NO.OF STUDENTS APPEARED	NO.OF STUDENTS PASSED	NO.OF STUDENTS FAILED
IA TEST-1	UNIT-1 & 2						
IA TEST-2	UNIT 3 & 4						
IA TEST-3	ALL UNITS						

END SEMESTER EXAMS: ASSESSMENT OF RESULTS BY FACULTY

Total No. of Students Registered		Total No. of Students Appeared	
Expected Pass%:		Secured Pass%:	
Expected O Grade		Expected O Grade	
Expected A+ Grade		Expected A+ Grade	
Expected A Grade		Expected A Grade	
Expected B+ Grade		Expected B+ Grade	
Expected B Grade		Expected B Grade	
Expected RA (Re-appear)		Secured RA (Re-appear)	

Lessons Learned:**Corrective Actions:****ANBURAJ.A
COURSE FACILITATOR****PRINCIPAL/DIRECTOR**