

ST. JOSEPH'S COLLEGE, HASSAN
(Affiliated to the University of Mysore)

LESSON PLAN 2018-2019 (Even Semester)
Subject: Business Decision Theory

Prepared by:
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Objectives of the Subject: To familiarize the students with various economic concepts such as demand, supply, National income, consumer behaviour and cost analysis.

MODULE WISE LESSON PLAN

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
MODULE 1: Basic Concepts 10 Hr.	Demand Analysis, Meaning of Demand, Law of Demand, Classification of demand, Demand Function, Measure of Demand, Methods of Measurement of Demand, Supply Analysis, Law of Supply, Determinants of Supply, Supply Function, Elasticity of Supply, Equilibrium	Power point presentation, Lecture, Group discussion, Illustrations	To Familiarize the Students with concepts of demand and supply analysis.	Assignment, Class test, Viva, MCQ
1 st CIA				
MODULE 2: National Income 10 Hrs.	Definitions, concepts of national income, GDP, Methods of measurement of GDP, NDP, NNP, GNP. Considerations for measuring GNP, Income Method, Expenditure method and value added method, methods of measuring national income, limitations of each method	Power point presentation, Lecture, Group discussion, Illustrations	To understand the Importance of GDP, NDP, NNP, GNP and to learn the various methods of measurement .	Assignment, Class test, Viva, MCQ
MODULE 3: Market Structure	Monopoly, Duopoly, Oligopoly and Perfect competition.	Power point presentation, Lecture, Group	To give students an idea of the different	Assignment, Class test, Viva, MCQ

10 Hrs.		discussion, Illustrations	market structures.	
2 nd CIA				
MODULE 4: Consumer Behavior 10 Hrs.	Meaning, factors influencing the consumer behavior, consumer preference and concept of utility, indifference curve analysis, assumptions of indifference curve analysis, properties of indifference curve.	Power point presentation, Lecture, Group discussion, Illustrations	To understand the behavior of the consumers and brief them about how consumers make choices.	Assignment, Class test, Viva, MCQ
MODULE 5: Cost Analysis 10 Hrs.	Fixed cost, average fixed cost, variable cost, average variable cost, total cost, average total cost and marginal cost.	Power point presentation, Lecture, Group discussion, Illustrations	To teach the students about the various concepts of costs.	Assignment, Class test, Viva, MCQ

HOUR WISE LESSON PLAN
Subject: Business Decision Theory
Lecture Hours: 50 Hrs.

Sl. No.	Unit & Objectives	No. of LH	Methodology/ Instructional Techniques	Evaluation
Module 1.	BASIC CONCEPTS	10		Question & Answer, Tests
1.	Demand Analysis	5	Lecture and Illustrations.	
2.	Supply Analysis	5	Lecture and Illustrations.	
1 st CIA				
Module 2.	NATIONAL INCOME	10		Question & Answer, Tests
1.	Concepts of National Income	2	Lecture and Illustrations.	
2.	GDP, NDP, NNP, GNP	3	Lecture and Discussions.	
3.	Methods of measurement of GDP, National Income	4	Lecture and Discussions.	
4.	Limitations	1	Lecture and Discussions.	
Module 3.	MARKET STRUCTURE	10		Question & Answer, Tests
1.	Monopoly	2	Lecture and Discussions.	

2.	Oligopoly	3	Lecture and Discussions.	
3.	Duopoly	2	Lecture and Discussions.	
4.	Perfect Competition	3	Lecture and Discussions.	
2 nd CIA				
Module 4.	CONSUMER BEHAVIOUR	10		Question & Answer, Tests
1.	Meaning, factors influencing consumer behaviour	3	Lecture and Discussions.	
2.	Consumer preference and concept of utility	3	Lecture and Discussions.	
3.	Indifference curve analysis	4	Lecture and Discussions.	
Module 5.	COST ANALYSIS	10		Question & Answer, Tests
1.	Fixed Cost	2	Lecture and Discussions.	
2.	Average Fixed Cost	1	Lecture and Discussions.	
3.	Variable Cost	2	Lecture and Discussions.	
4.	Average Variable Cost	1	Lecture and Discussions.	
5.	Total Cost	2	Lecture and Discussions.	
6.	Average Total Cost	1	Lecture and Discussions.	
7.	Marginal Cost	1	Lecture and Discussions.	