

Dr. Rashi Arora



Business Economics-I

B.Com.-I - Semester-I

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BUSINESS ECONOMICS – I

**B.Com. - I
(Semester - I)**

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PREFACE

I am pleased to present this book on **Business Economics – I**. Though it has been designed to cover the new syllabus of RTM Nagpur University, Nagpur for B.Com.–I (Semester One), however, I am sure it will be of immense help to the students of economics of other universities.

The subject 'Business Economics' has evolved and its importance has especially increased for those that have embarked on their journey as first generation entrepreneurs. Not only for them but also for those who are entering the arena of business and trade as employees, the knowledge of theoretical business economics along with its application in practical world holds importance.

This book attempts to explicate and document the theoretical aspects of business economics in the most simple of languages for the beginners of the subject to understand and comprehend various theoretical concepts of business economics and their practical applications.

I have referred to a number of books, latest information available from government publications, speeches, articles, journals, bulletins all that has been well said or documented on the subject to make the book up to date and provide a wide coverage on the subject.

I welcome constructive suggestions. With a belief of amicability of the book towards the students, I present this book.

1st October 2022

Dr. Rashi Arora

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