



Republic of the Philippines

Department of Education

DepEd Complex, Meralco Avenue, Pasig City

STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM

BUSINESS 3

(BUSINESS ECONOMICS)

Grade 11/12

Course Description

This course explores fundamental concepts, principles, and practices in business economics focusing on its practical application in real-world business environments. It emphasizes the application of informed decision-making in addressing current economic issues, trends, and contemporary business challenges.

Elective: Academic

Prerequisite: Basic Accounting and Introduction to Organization and Management

Time Allotment: 4 hours per week, 80 hours for one semester

Schedule: First or Second Semester

QUARTER 1: Economics in the Business Environment

Content Standard:	The learners demonstrate an understanding of the key concepts, principles, and practices in business economics, and apply this knowledge to formulate strategies and make well-informed decisions within the business environment.	
Performance Standard:	Learners propose an appropriate business economics strategy or intervention in addressing a particular economic challenge within a local business setting.	
	Learning Competencies	Content
	1. define the fundamental concepts and basic principles of economics	Definition and Basic Principles of Economics
	2. examine the basic economic problem in relation to economic goals and business decision making	Economic Indicators <ul style="list-style-type: none">• Gross National Product• Gross Domestic Product• Price Index• Inflation Rate
	3. demonstrate the steps in effective, efficient, and data-driven decision making	Relationships in Economics Economy of Scale and Economy of Scope Business Decision Making in Achieving Economic Goals

<p>4. discuss the market structure and its characteristics</p>	<p>Managing Market Structures</p> <ul style="list-style-type: none"> • Perfect Competition • Monopoly • Oligopoly • Monopolistic Competition • Other special types of market structures
<p>5. analyze the market force of demand and supply to determine optimal pricing and output decisions for a firm</p> <p>6. analyze the cost-minimizing and profit maximizing strategies of the firm for efficacy of short-run and long-run production</p> <p>7. evaluate the impact of elasticity on revenue and its role in optimal pricing decisions</p>	<p>Applying the Market Forces of Demand and Supply</p> <ul style="list-style-type: none"> • Demand Analysis <ul style="list-style-type: none"> • Demand Estimation • Demand Forecasting • Supply Analysis <ul style="list-style-type: none"> • Supply and Production • Demand and Supply Analysis <p>Demand and Supply Elasticity</p> <ul style="list-style-type: none"> • Elasticity and Inelasticity • Price Equilibrium • Break-Even • Shifts in the Demand-Supply Curves
<p>8. analyze consumer expenditures and their effect on consumer behavior</p>	<p>Analysis of Consumer Expenditures</p> <ul style="list-style-type: none"> • Budget • Income • Pricing

QUARTER 2: Socio-Economic Issues in the Business Environment

Content Standard:	The learners demonstrate an understanding of the socio-economic concerns in the business macroenvironment and their interaction with the attainment of a sustainable economy.
Performance Standard:	Learners develop an innovative and sustainable business solution that addresses a socioeconomic challenge in the community.
Learning Competencies	Content
1. analyze government policies	Government Interventions <ul style="list-style-type: none"> • Monetary Instruments and Fiscal Policies • Regulation • Taxation • Incentives
2. apply the concept of Pareto Principle, cost-benefit, and risk-benefit analysis in business decision making	Business Decision Making <ul style="list-style-type: none"> • Pareto Principle • Cost-benefit Analysis • Risk-benefit Analysis
3. analyze the demographic challenges in the business environment	Demographic Challenges in the Business Environment <ul style="list-style-type: none"> • Social Security • Retirement • Health Policies
4. discuss how wages are determined in relation to the dynamics of labor supply and demand	Dynamics of labor supply and demand in different industries <ul style="list-style-type: none"> • Agriculture • Manufacturing • Service
5. discuss the impacts of inflation	Impacts of Inflation <ul style="list-style-type: none"> • Employment • Prices • Services • Capital Expenditures

<p>6. analyze impacts of changes in exchange rates, international trade organizations, and other trade barriers on domestic and international markets</p> <p>7. assess the factors contributing to the rise of emerging markets, multinational corporations and conglomerates, and business process outsourcing</p>	<p>Global Trade and Economic Integration</p> <ul style="list-style-type: none"> • Trade Barriers (e.g. quotas and tariffs) • Exchange Rates • International Trade Organizations <p>Nature and Factors in the Rise of Organizations</p> <ul style="list-style-type: none"> • National • Multinational • Transnational • Outsourcing
<p>8. evaluate the challenges, opportunities and impact of technological advancement and innovation on the emergence of digital markets and the knowledge economy</p>	<p>Digital Markets, Technology, and Innovation</p>