

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011

Paper Code: UM01CBBA06	Total Credit: 3
Title Of Paper: Micro Economics	

Unit	Description in detail	Weighting (%)
I	Introduction to Economics Nature, Scope and Subject matter of Economics Micro & Macro Economics Robbins Definition	25%
II	Basic Concepts Basic Concepts Goods Price & Value Wealth & Welfare Consumers' Surplus Standard of Living Production, Consumption Entrepreneur Concepts & Types of Utility Basic Assumptions of Economic Theory	25%
III	Product Pricing Demand: Law of Demand Determinants of Demand Change & Shift in Demand Supply: Law of Supply Determinants of Supply Change & Shift in Supply Equilibrium Price	25%
IV	Costs & Revenues, Factor Pricing Basic Cost Concepts Total Cost, Fixed Cost Variable Cost Average Cost & Marginal Cost in Short Run & Long Run their behavior & relationship Economics & Diseconomies of scale Concept of Factors of Production and Factors Payments Marginal Productivity Theory of Distribution	25%



Basic Text & Reference Books

- Dwivedi D N (2007) Micro Economics Theory, Vikas Publishing House
- Stonier A W & Hague D C (1953), A Textbook of Economics Theory, Long Group
- Ahuja H L (2007), Modern Economics by K K Dewett & J D Verma
- Microeconomics for Management Students by Ravindra H Dholkiya & Ajay N Oza, Oxford University Press
- Principals of Economics by N G Mankiw, Thomson Press, Sanat Printers, Kundli Haryana
- Advanced economic Theory by M L Jhingan, Himalaya Publication, Mumbai

