

SARDAR PATEL UNIVERSITY
Programme: BBA (General)
Semester: III
Syllabus with effect from : June 2019
Paper Code: UM03GBBA21
Title of Paper: Economic Analysis - I
Total Credit: 3

Unit	Description in detail	Weighting (%)
1	Elasticity of Demand Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
2	Demand Forecasting Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting- opinion poll method:1) Consumers’ survey methods 2) Sales force opinion methods 3) Experts’ opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method	25%
3	Indifference Curve Approach Indifference curve Approach – Properties. Marginal rate of Substitution, Budget Line, Consumer’s Equilibrium, Application and Uses of Indifference Curve- Negotiation Principle (Edgeworth Box Diagram), Subsidy in Cash Vs.Kind.	25%
4	Production Function Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line –Iso quant- properties, principle of marginal rate of Technical substitutions -Least cost combination - law of variable proportion with the help of TPP,APP and MPP, law of return to scale with the help of Iso -quants.	25%

Basic Text & Reference Books

1. Economic Theory And Operation Analysis – W.J. Baumol
2. Managerial Economics – Samuel Paul
3. Managerial Economics – Coyne
4. Introduction To Managerial Economics – Savage And Small
5. Managerial Economics – D.C. Hague
6. Economic Theory – Stonier Hague
7. Advance Economic Theory – H.L. Ahuja
8. Managerial Economics – GopalKrishna
9. Managerial Economics – G.S. Gupta
10. Managerial Economics-P.L.Mehta

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: June 2019
Paper Code:
Total Credit:3
Title of Paper: Economic Analysis-II

Unit	Description in detail	Weighting (%)
1	Revenue and Perfect Competition Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Firm's Supply curve, Shut down point	25%
2	Monopoly Characteristics, Price and output determination, Price discrimination-degrees, possibility and profitability, dumping.	25%
3	Monopolistic competition: Characteristics, Product differentiation, Price and output determination, Selling cost and its effect on firm's demand curve Concept of excess capacity.	25%
4	Duopoly and Oligopoly: Characteristics, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy	25%

Basic Text & Reference Books:-

1. Economic Theory And Operation Analysis – W.J. Baumol
2. Managerial Economics – Samuel Paul
3. Managerial Economics – Coyne
4. Introduction To Managerial Economics – Savage And Small
5. Managerial Economics – D.C. Hague
6. Economic Theory – Stonier Hague
7. Advance Economic Theory – H.L. Ahuja
8. Managerial Economics – GopalKrishna
9. Managerial Economics – G.S. Gupta