

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: I**  
**Syllabus with Effect from: JUNE 2014**

<b>Paper Code:</b> UM01CBBB05	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Micro Economics	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Introduction of Economics:</b> Natural, Scope and Subject matter of Economics – Micro and Macro Economics – Robbin’s Definition	<b>25 %</b>
<b>2</b>	<b>Basic Concepts:</b> Basic Concepts: Goods, Price and Value, Wealth & Welfare, Consumer’s surplus, Standard of living, Production, Consumption, Entrepreneur – Concepts and Types of Utility – Basic Assumptions of Economic Theory	<b>25 %</b>
<b>3</b>	<b>Product Price:</b> Demand: Law of Demand, Determinates of Demand – Change and shift in Demand – Supply: Law of supply, determination of Supply, Change and shift in Supply – Equilibrium price.	<b>25 %</b>
<b>4</b>	<b>Cost and Revenues, Factors Pricing:</b> Basic Cost Concept - Total Cost, Fixed Cost, Variable Cost, Average Cost and Marginal Cost in Short Run and Long Run, their behavior and relationship economics and Diseconomies of scale – concept of factors of production and Factor Payments – Marginal Productivity of Distribution.	<b>25 %</b>

**Basic Text & Reference Books:**

- Dwivedi, D.N. (2007) Micro Economic Theory, Vikas Publishing House
- Stonier A.W. & Hague D.C. (1953), A Textbook of Economics Theory, Logman Group
- Ahuja, H.L.(2007), Modern Economics Sultanchand & Co., New Delhi
- Sundaram, K.P.M.(2007), Elements of Economics Theory, Sultanchand & Co., New Delhi
- Elementary Economics by K.K.Dewett and J.D.Verma
- Microeconomics for Management Students by Ranvindra H. Dholakia and Ajay N.Oza, Oxford

