

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: III**  
**Syllabus with Effect from: JUNE 2015**

<b>Paper Code:</b> UM03CBBB05	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Managerial Economics	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Basic Concepts</b> Marginalism and incrementalism Opportunity cost Time perspective Discounting principle Risk and uncertainty Objective of firm Business decision – process and types	<b>25 %</b>
<b>2</b>	<b>Demand Analysis</b> Theory of consumer behaviour – An ordinal approach( indifference curve analysis and consumer equilibrium) Some application of theory of demand <ul style="list-style-type: none"> <li>• Subsidies in cash and kind</li> <li>• Commodity v/s income tax</li> <li>• Income tax and labour supply</li> <li>• Edge worth’s box diagram of voluntary exchange</li> </ul>	<b>25 %</b>
<b>3</b>	<b>Demand Elasticity And Demand Forecasting</b> Demand elasticity- meaning, methods ( point and arc ),types and importance of <ul style="list-style-type: none"> <li>• Price elasticity of demand</li> <li>• Income elasticity of demand</li> <li>• Cross elasticity of demand</li> <li>• Promotional elasticity of demand</li> </ul> Revenue relationship with elasticity Demand forecasting- meaning, steps in demand forecasting, determinants of demand forecasting, methods of demand forecasting expert opinion, Delphi method, consumer’s intention survey, market experiment, trend method, leading indicator method, demand estimation for new product	<b>25 %</b>
<b>4</b>	<b>Theory of Production</b> Production function- total ,average and marginal production Iso-quant curve - its properties Iso-cost line Producer’s Equilibrium With <ul style="list-style-type: none"> <li>• Least cost combination,</li> <li>• Maximum output-input combination</li> <li>• Maximum profit-input combination</li> </ul> Explanation of the law of variable proportion and law of return to scale with the help of iso-quant and iso-cost analysis.	<b>25 %</b>



### **Basic Text & Reference Books:**

- Managerial Economics -- G. S. Gupta
- Managerial Economics – Dr. D. M. Mithani
- Managerial Economics – M. Adhikary
- Managerial Economics – Varshney & Maheshwari
- Economics For Management – Mishra & Puri
- Managerial Economics – D. Gopal Krishna
- Micro Economics for Management Students – Ravi Dholakiya & A. N. Oza
- Managerial Economics – J. I. Pappas, E. F. Brigham
- Managerial Economics – I. C. Dhingra

