

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: 2019-20
UM04GBBS21 Economic Analysis-II

Total – 100 Marks

Credit – 3

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 – Gopal Krishna
9. Managerial Economics – G.S. Gupta