



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2022-2023**

Bachelor of Business Administration  
B.B.A (ISM) Semester-III

Course Code	UM03GBBS71	Title of the Course	Economic Analysis-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To familiarize the students with the advanced concept of Economics.</li><li>2. The students identify and interpret the advanced economic concepts/variables.</li><li>3. The students learn to apply these theoretical models to address real-world problems.</li><li>4. The students can understand the behavior of an individual and market in a variety of economic environments.</li><li>5. Students will be able to appraise their role in the global economic environment.</li><li>6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.</li></ol>
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Course Content		
Unit	Description	Weightage (%)
1.	<b>Elasticity of Demand</b> Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses,Promotional Elasticity and its Uses.	25%
2.	<b>Demand Forecasting</b> Demand Forecasting -Meaning, categories, purpose of forecasting.Steps involved in demand forecasting, determining scope of 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	25%





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	lineby observation b) Least square liner regression c) Time series analysisd) Moving average and annual difference e) Exponential Smoothingf) ARIMA method	
3.	<b>Game Theory</b> Game theory – Introduction – The theory of Games- Basic Definition and Terminology- The 2 – person, Zero-Sum game, Pure Strategy Games ( with Saddle Point), Principle of Dominance, Nash Equilibrium, Mixed Strategy Games (case of No Saddle point) , The 2-person , Non-zero Sum( or, Non-Constant Sum) Games, Cooperative games, Non-cooperative games, limitation of game theory, significance of game theory.	25%
4.	<b>Production Function</b> Concept and meaning of Production function. Iso-cost: Concept,Effects of change in total outlay and factor prices on Iso cost line –Isoquant- 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%

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to





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1.	The students can examine the basic models economists use to study the choices made by people in their roles as consumers, entrepreneur, employees, investors, business owners and managers, and government officials
2.	The students will be able to explain the concepts of the elasticity and theory of indifference curve in business applications
3.	The students will be able to interpret the various form of elasticity like price elasticity and cross elastic and to identify and analyze the effect of substitute goods and complementary goods.
4.	The students will be able to analyse and evaluate the function of game theory and also the practical application of this theory in market.

Suggested References:	
Sr. No.	References
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

On-line resources to be used if available as references material:
On-line resources:
<a href="https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==">https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==</a>





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<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==>

