

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester-IV
Syllabus with effect from: November/December-2012

Paper Code: UM04CBB103	Total Credit:3
Title of Paper: Economic Analysis-II	

Unit	Description in detail	Weighting (%)
I	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%
II	Monopoly Characteristics, Price output determination, Price discrimination- degrees, possibility and profitability under domestic and international market	25 %
III	Monopolistic competition: Characteristics, Product differentiation, Price output determination, Selling cost, Concept of excess capacity.	25 %
IV	Duopoly and Oligopoly: Characteristics, Cartel model of duopoly, Price Leadership models, Price War model by Bertrand and Price Rigidity model of Sweezy	25 %

Basic Text & Reference Books

- Economic Theory And Operation Analysis – W.J. Baumol
- Managerial Economics – Samuel Paul
- Managerial Economics – Coyne
- Introduction To Managerial Economics – Savage And Small
- Managerial Economics – D.C. Hague
- Economic Theory – Stonier Hague
- Advance Economic Theory – H.L. Ahuja
- Managerial Economics – GopalKrishna
- Managerial Economics – G.S. Gupta

