

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBB103	Total Credit:3
Title of Paper: Economic Analysis-I	

Unit	Description in detail	Weighting (%)
I	Elasticity of Demand Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
II	Demand Forecasting Demand Forecasting -Meaning & its significance -objectives of short-run and long-run demand forecasting. Forecasting Methods : (a) Survey methods 1) Experts Opinion(2) Consumer interactions - Complete enumerations -Sample survey -End use method	25 %
III	Production Function Production and Production function -Firm., Iso-costs -properties of iso -quants -the principle of marginal rate of Technical substitutions - Least cost input combination - Expansion path -Explanation of law of variable proportion and Return to scale with Iso -quant -Iso -cost analysis .	25 %
IV	Revenue and Perfect Competition Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Supply curve, shut down point.	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

