

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: JUNE 2018

Paper Code: UM01CBB121	Total Credits: 3
Title Of Paper: Micro Economics	

Unit	Description in Detail	Weightage
1	Introduction to Economics Nature, Scope & Subject matter of economics Micro & Macro Economics Robbins Definition	25%
2	Basic Concepts Basic Concepts, Goods, Price & Value , Wealth & Welfare, Consumer's Surplus, Standards of living, Productions Consumption Entrepreneur, Concepts &Types of Utility, Basic Assumptions of Economics Theory	25%
3	Product Pricing Demand - Law of Demand, Determinants of Demand, Change & Shift in demand Supply - Law of Supply, Determinants of supply, Change and Shift in Supply Equilibrium Price	25%
4	Costs Concepts, Factor Pricing Basic Cost Concepts - Total Cost, Fixed Cost, Variable Cost Average Cost and Marginal Cost in Short Run & Long Run their behavior and relationship , Economics & Diseconomies of Scale, Concept of Factors of Productions & Factor Payments, Marginal Productivity Theory of Distribution.	25%

Basic Text & Reference Books:-

- Thomas Waheeda and A Gaur- Micro Economics, Shree Gajanan Pustakalaya.
- Dwivedi D N (2007) Micro Economics Theory, Vikas Publishing House
- Stonier A W & Hague D C (1953), A Textbook of Economics Theory, Longman Group
- Ahuja H L (2007), Modern Economics, Sultanchand & Co, New Delhi
- Sundharam K P M (2007) Elements of Economics Theory, Sultanchand & Co, New Delhi
- Elementary Economics by K K Dewett & J D Verma
- Ravindra H Dholkia & Ajay N Oza , Microeconomics for Management Students Oxford University Press
- Principles of Economics by N G Mankiw, Thomson Press,
- Advanced Economics Theory by M L Jhingan, Himalaya Publications, Mumbai