

SARDAR PATEL UNIVERSITY
Programme: BBA (ITM)
Semester: I
Syllabus with effect from: JUNE 2019

Paper Code: UM01CBBA51	Total Credit:3
Title of paper: MICRO ECONOMICS	

Unit : 1 Introduction to Economics 25%

Nature, Scope and Subject matter of Economics

Micro & Macro Economics

Robbins Definition

Unit : 2 Basic Concepts 25%

Basic Concepts

Goods, Price & Value, Wealth & Welfare, Consumers' Surplus, Standard of Living

Production, Consumption, Entrepreneur, Concepts & Types of Utility

Basic Assumptions of Economic Theory

Unit : 3 Product Pricing Demand: 25%

Demand: Law of Demand, Determinants of Demand, Change & Shift in Demand

Supply: Law of Supply, Determinants of Supply, Change & Shift in Supply

Equilibrium Price

Unit:4 Costs & Revenues, Factor Pricing 25%

Basic Cost Concepts, Total Cost, Fixed Cost, Variable Cost

Average Cost & Marginal Cost in Short Run & Long Run their behavior &, relationship

Economics & Diseconomies of scale

Concept of Factors of Production and Factors Payments

Basic Text & Reference Books

- Dwivedi D N (2007) Micro Economics Theory, Vikas Publishing House
- Stonier A W & Hague D C (1953), A Textbook of Economics Theory, Long Group
- Ahuja H L (2007), Modern Economics by K K Dewett & J D Verma
- Microeconomics for Management Students by Ravindra H Dholkiya & Ajay N Oza, Oxford University Press
- Principals of Economics by N G Mankiw, Thomson Press, Sanat Printers, Kundli Haryana
- Advanced economic Theory by M L Jhingant, Himalaya Publication, Mumbai