



Bachelor of Business Administration  
B.B.A (ITM) Semester-IV

Course Code	UM04CBB171	Title of the Course	Economic Analysis-II
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 fundamental concept of Economics.</li><li>2. The students identify various kinds of market and their competition.</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 monopoly firm and competitive firm in various period.</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>Revenue and Perfect Competition:</b> Concept of Revenue - AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Firm's Supply curve, Shut down point.	25%
2.	<b>Monopoly</b> Characteristics of Monopoly, Price and output determination, Price discrimination degrees, possibility and profitability, dumping. The concept of Monopsony	25%
3.	<b>Monopolistic competition</b> Characteristics, Product differentiation, Price and output determination, Selling cost and its effect on firm's demand curve Concept of excess capacity.	25%
4.	<b>Duopoly and Oligopoly:</b> Characteristics, Cartel model of duopoly, Price Leadership models,	25%





	Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy.	
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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	
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 managers and government officials.
2	The students will be able to explain the concepts of monopoly and Price discrimination and its degree in business applications
3.	The students will be able to interpret the various form of market and also analyse the revenue situation in different market form.
4.	The students will be able to analyse the price charging policy of monopoly and oligopolistic firm. With the help of various modal students understand the role of rival firm in deciding their own price.

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

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:

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

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