

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (ITM)**  
**Semester: III**  
**Syllabus with effect from : June 2019**  
**Paper Code: UM03CBBI21**  
**Title of Paper: Economic Analysis - I**  
**Total Credit: 3**

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b>Elasticity of Demand</b> Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	<b>25%</b>
<b>2</b>	<b>Demand Forecasting</b> Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting- opinion poll method:1) Consumers’ survey methods 2) Sales force opinion methods 3) Experts’ opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method	<b>25%</b>
<b>3</b>	<b>Indifference Curve Approach</b> 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.	<b>25%</b>
<b>4</b>	<b>Production Function</b> Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line –Iso quant- properties, principle of marginal rate of Technical substitutions -Least cost combination - law of variable proportion with the help of TPP,APP and MPP, law of return to scale with the help of Iso -quants.	<b>25%</b>

**Basic Text & Reference Books**

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

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (ITM)**  
**Semester: IV**  
**Syllabus with Effect From: June 2019**  
**Paper Code:**  
**Total Credit:3**  
**Title of Paper: Economic Analysis-II**

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<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	<b>25%</b>
<b>2</b>	<b>Monopoly</b> Characteristics, Price and output determination, Price discrimination-degrees, possibility and profitability, dumping.	<b>25%</b>
<b>3</b>	<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.	<b>25%</b>
<b>4</b>	<b>Duopoly and Oligopoly:</b> Characteristics, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy	<b>25%</b>

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