

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA LLB
Semester: III
Syllabus with Effect from: June - 2011

Paper Code: IL - 302	Total Credit:
Title Of Paper: Managerial Economics	

Unit	Description in Detail	Weightage (%)
I	Introduction : Meaning & Nature of managerial economics – Scope – Characteristics –Significance - Relationship to other disciplines - Functional areas of business administration -International managerial economics	
II	Demand Analysis : Meaning of demand - Determinants of demand Nature of Demand: Producer & Consumer – Durable goods & Nondurable goods – Firm Industries – Short run & Long run – Derived & Autonomous – Sectoral & Market Techniques of demand forecasting: Opinion-Statistical-New product launch Meaning of elasticity of demand Concept of Income – Price – Cross – Promotional – Expectation elasticity of demand Elasticity measurement: Percentage – Arc – Point method & Numerical Significance of elasticity of demand	
III	Supply : Meaning of supply - Determinants of supply - Meaning of elasticity of supply - Kinds of elasticity of supply - Elasticity measurement	
IV	Theory of Consumer Behavior : Consumer equilibrium Marginal utility – Law of diminishing marginal utility Indifference curve and properties Budget line Income – Price – Substitution effect	
V	Production Analysis : Meaning of production - Factors affecting production - Production function - Total , Average & Marginal productivity - Isoquant	
VI	Cost of Production : Concept of cost - Types of costs - Cost & Output function - Short run cost function and Long run cost function-relationship	
VII	Market Structure : Degree of competition – AR, MR & elasticity and short-run & long-run equilibrium under Perfect competition - Monopoly - Monopolistic competition - Oligopoly	
VIII	Break-Even Analysis : Assumption – Uses – Limitations – Break-even point & Numerical	

Basic Text & Reference Books:-

- Managerial Economics – P. L. Maheta – Sultan Chand & Sons
- Managerial Economics – Peterson & Davis
- Managerial Economics – D.N. Dwiwedi – Vikas Publishing House – 2003
- Business Economics – Chaturvedi and S.L. Gupta – Brijwasi Publisher
- Micro Economics – H. L. Ahuja

