

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: VI
Syllabus with effect from: DECEMBER 2013

Course Code: UB06CCOM04	Total Credits: 3
Course Title: Market Structure	

Unit	Description in detail	Weightage (%)
1	Perfect Competition Characteristics and Price output determination under perfect competition, Supply curve, shut down point.	25 %
2	Monopoly Characteristics, Price output determination, Price discrimination- degrees, possibility and profitability under domestic and international market	25 %
3	Monopolistic competition Characteristics, Product differentiation, Price output determination, Selling cost, Concept of excess capacity.	25 %
4	Duopoly and Oligopoly Characteristics, Cartel model of duopoly, Price Leadership models, Price War model by Bertrand and Price Rigidity model of Sweezy.	25 %

Basic Text & Reference Books:

- Economic Theory And Operation Analysis – W.J. Baumol
- Managerial Economics – Samuel Paul
- Managerial Economics – Coyne
- Introduction To Managerial Economics – Savage And Small
- Managerial Economics – D.C. Hague
- Economic Theory – Stonier Hague
- Advance Economic Theory – H.L. Ahuja
- Managerial Economics – Gopal Krishna
- Managerial Economics – G.S. Gupta

