



B.COM. SEMESTER – 2		
3	MINOR 2	BUSINESS ECONOMICS – 2 (Elements of Micro Economics-2)

Name of the Course: **Business Economics – 2 (Elements of Micro Economics-2)**
 Course credit: **04**
 Teaching Hours: **60 (Hours)**
 Total marks: **100**

Course Objectives:

- Provide strong foundation courses in Micro Economics
- The development of critical thinking skills and the accumulation of factual knowledge.
- The development of an understanding of Micro Economic theory and their application to the economic sub fields.
- To aware the students able to identify and explain economic concept and theories related to the behaviour of economic agents, markets, industry and firm structures.

Course Outcomes :

- Students will be acknowledged with Micro Economics concepts and Theories.
- Students will get acquainted with the use of economic principles in business decisions.

PARTICULAR	<u>O. OF CTURES</u>
UNIT NO. 1 : Production Analysis	
<ul style="list-style-type: none"> • Concepts, Nature and types of Production Function • Law of Diminishing return • Economies of scale • Iso-quant curve, Iso-cost curve • Theory of Marginal Productivity 	12
UNIT NO. 2 : Pricing Analysis – I	
<ul style="list-style-type: none"> • Concept of Perfect and Imperfect Competition • Perfect Competition : Characteristics-Equilibrium and pricing of firm and industry in short run and long run-AR and MR in Perfect Competition 	12





<ul style="list-style-type: none"> Monopoly : Characteristics-Types-Equilibrium and pricing of firm and industry in short run and long run-AR and MR in Monopoly 		
UNIT NO. 3 : Pricing Analysis – II		
<ul style="list-style-type: none"> Price discrimination : Concept- conditions/possibility, profitability, evaluation of price discrimination Monopolistic competition: Characteristics-Equilibrium and pricing of firm and group in short run and long run-AR and MR in Monopolistic competition- excess capacity, evils 	12	
UNIT NO. 4 : Pricing Analysis – III		
<ul style="list-style-type: none"> Oligopoly – definition, features, kinked demand curve and price rigidity Selling costs – nature, inter-relationship of production cost and selling cost, effects of selling cost on demand curve. 	12	
UNIT NO. 5 : Distribution of National income – I		
<ul style="list-style-type: none"> Rent- Concept-Modern theory of rent – Quasi rent Wage – Concept-Monetary and real wage, factors affecting real wage, Interest – meaning, definition, gross & net interest, factors affecting interest. Profit – Concept-Gross Profit-Net Profit, principles of profit – risk, uncertainty, Innovation 	12	
Total Lectures / Hours		60

Reference Books:

1. Environment and entrepreneurs B.C Tandor
2. A Practical guide of industrial entrepreneurs
3. Dr.D.M Mithani, Micro Economics, Himalaya Publishing House.
4. Dr.D.M Mithani, Managerial Economics – Theory and Applications, Himalaya Publishing House
5. P.L. Mehta Managerial Economics

