



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Micro & Macro Economics		Course Code:	Type of Course: Minor
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60 Hours
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

- To provide basic Knowledge of principles, concept and tools of economics
- To provide basic knowledge of the Indian Economy.
- To make enable students for understanding the application of economic theories and practices
- To develop abilities in students for applying the principles, concepts and tools of economics

Pedagogy:

- Interactive lectures, electronic media, PowerPoint presentations, problem-solving-based learning, case study method, project-based learning, performance-related task etc.

COURSE CONTENT

Unit - 1	Utility Analysis & Consumer Surplus	Hours: 12
	<ul style="list-style-type: none"> • Concept and Meaning of Utility • Concept of Cardinal and Ordinal Utility • Total and Marginal Utility • Law of Diminishing Marginal Utility • Law of Equi-Marginal Utility • Concept of Consumer Surplus 	
Unit – 2	Theory of Demand and Supply	Hours: 12
	<p>a) Theory of Demand</p> <ul style="list-style-type: none"> • Meaning of Demand & Demand Function • Law of Demand. demand curve and demand schedule • Determinants (factors) of Demand • Exceptions/Limitations of Law of Demand <p>b) Theory of Supply</p> <ul style="list-style-type: none"> • Law of Supply, supply curve • Determinants (factors) of Supply 	
Unit - 3	Elasticity of Demand	Hours: 12
	<ul style="list-style-type: none"> • Meaning and concept of Elasticity of Demand • Types of Elasticity of Demand • Types of Price Elasticity of Demand • Factors affecting the price elasticity of demand • Meaning and Types of Income Elasticity of Demand • Meaning and Types of Cross Elasticity of Demand • Measuring Methods of Price Elasticity of demand • Practical Significance of Price Elasticity of Demand 	
Unit – 4	Introduction to Indian Economy	Hours: 12
	<ul style="list-style-type: none"> • India as a developing economy • Share of Agricultural Sector in India’s GDP & its Importance in Indian Economy 	



	<ul style="list-style-type: none">• Share of Industrial Sector in India's GDP & its Importance in Indian Economy• Share of Service Sector in India's GDP & its Importance in Indian Economy
Unit-5	Demographic Issues Hours: 12
	<ul style="list-style-type: none">• Relationship between size of population and economic development• Concepts of birth rate, death rate, life expectancy at birth and density of population.• Recent demographic trends in India• Causes of large size of the population, its effects on economic development and current population policy.
Skill Development Activities: Practical Applications of Economics in day-to-day life.	

REFERENCES

References:

- Principles of Economics by D.M. Mithani – Himalaya Publishing House.
- Micro Economics by H.L. Ahuja – S.Chand and Co.
- Micro Economics by M. John Kennedy – Himalaya Publishing House.
- Micro Economics by M.M.Verma and R.K.Agarwal – King Books.
- The Indian Economy, Environment & Policy by Ishwar C Dhingra-S. Chand & Sons
- Indian Economy by Ruddar Datt & K.P.M. Sundaram-S. Chand & Company Ltd.
- Indian Economy by V.K.Puri & S.K. Misra-Himalaya Publishing House