

Uka Tarsadia University
Department of Commerce and Management



B.Com(Computer Application)

**GE 1 Micro Economics
(030100124)**

Semester - I

Effective from July-2015

Syllabus Version: 1.01

Semester-I**GE 1 Micro Economics (030100124)****Credits: 6 (Theory + Tutorial)****Contact Hours per Week: 5+1****Course Objective:**

To acquaint the students with the concept of microeconomics dealing with consumer behavior. As well as the supply side of the market through the production and cost behavior of firms.

Learning Outcomes:

Students will gain a comprehensive knowledge of economics.

Pedagogic Tools:

Lectures, chalk and talk method, IT enabled audio-visual techniques, case analysis, field assignments, etc.

No.	Unit	Minimum No. of Contact Hours (Theory)	Minimum No. of Contact Hours (Tutorial)	Approx. Weight age %
1	Demand and Consumer Behavior	11	03	17
2	Production and Cost	11	02	17
3	Perfect Competition	11	02	16
4	Monopoly	11	02	16
5	Monopolistic Competition	11	02	16
6	Oligopoly	10	02	18
	Total	65	13	100

B.com(CA)	Subject	Hours
Semester - I	GE 1 Micro Economics	5hrs/week [Theory] 1hr/week [Tutorial]
	(Theory + Tutorial)	6 Credits

	Topics	Hours
	SECTION-I	
Unit-1 [Weight age 17%]	Demand and Consumer Behavior Concept of Revenue, Marginal Revenue, Average Revenue, Revenue under conditions of Perfect and Imperfect competition. Elasticity of Demand: Price, Income and Cross. Consumer Behavior: Indifference Curve analysis of consumer behavior, Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and Price Consumption Curve, Income Consumption Curve and Engel Curve, Price Change and Income and Substitution effects. Indifference Curves as an analytical tool (cash subsidy v/s kind subsidy). Revealed Preference Theory.	11
Unit-2 [Weight age 17%]	Production and Cost Production Isoquants, Marginal Rate of Technical Substitution, Economic region of production, Optimal combination of resources, The Expansion Path, Isoclines, Returns to Scale using Isoquants. Cost of Production: Social and Private costs of production, Long Run and Short Run costs of production. Economies and diseconomies of Scale and the shape of the Long run Average Cost. Learning Curve and Economies of scope.	11
Unit-3 [Weight age 16%]	Perfect Competition Perfect competition: Assumptions. Equilibrium of the firm and the industry in the short and the long run, Partial Equilibrium and General Equilibrium, Price Determination under Perfect Competition.	11

SECTION-II		
Unit-4 [Weight age 16%]	Monopoly	11
	Meaning and Conditions, Sources of Monopoly Power, Price Output determination under Monopoly in short run and long run; Does the Monopolist necessarily make profit?	
	Price Discrimination: Meaning and Concept, Degrees of price discrimination, When is price discrimination possible and profitable?	
Unit-5 [Weight age 16%]	Monopolistic Competition	11
	Characteristics of Monopolistic Competition, Equilibrium Output, Price-Output determination under Monopolistic Competition – short run and long run equilibrium, Product Differentiation: Basis and Objectives.	
Unit-6 [Weight age 18%]	Oligopoly	10
	Meaning, Features, Kinked demand curve and Price rigidity, Pattern of behaviour in Oligopolistic Market, Game Theory and Oligopoly.	

Text Book:

1. Dr. D M Mithani, Managerial Economics – Theory and Application, Himalaya Publishing House.
2. H L Ahuja, Modern Micro Economics – Theory and Applications, S Chand Publication.

Reference Book:

1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
2. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
3. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill Education.
4. Salvatore, D. Schaum’s Outline: Microeconomic Theory, McGraw-Hill Education.
5. Case and Fair, Principles of Micro Economics, Pearson Education
6. Koutsiyannis, Modern Micro Economic Theory.
7. C Snyder, Microeconomic Theory: Basic Principles and Extensions, Cengage Learning
8. Bilas, Richard A., Microeconomics Theory: A Graphical Analysis, McGraw-Hill Education.
9. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
10. Amit Sachdeva, Micro Economics, Kusum Lata Publishers.