

Veer Narmad South Gujarat University

B.Com. (Honors) First semester

Course Code - CC 101 B

Business Economics Paper-1

(syllabus effective from academic year 2011-12 and onwards)

Objective:

This course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

SEM-1

SR. NO.	CONTENT	Weightage
1.	Basic problems of an economy. Working of Price Mechanism	15%
2.	Law of Demand- Analysis of Demand function, Determinants of demand, Elasticity of Demand: Concept and measurement of elasticity of demand- price, income and cross elasticity, Average revenue, marginal revenue: importance of elasticity of demand.	35%
3.	Production Function-Law of Variable proportion- Isoquants- Economic regions and optimum factor combination- expansion path- Returns to scale- Internal and External economies and diseconomies- Ridge lines	35%
4.	Theory of Costs- Short run and long run cost curves- traditional and modern approaches.	15%

Suggested Readings:

1. John P. Gould, Jf. And Edward P. Lazear: Micro-economic Theory; All India Traveller, Delhi.
2. Browning Edeger K. and Browning Jacquience M: Micro economic Theory and Applications; Kalyani, New Delhi
3. Walson Donald S, and Getz Molcom: Price theory and its uses; Khosia publishing house, New Delhi.
4. Koutsoyianni A,: Modern Microeconomics; Macmillan, New Delhi.
5. Richard G. Lipsey: An Introduction to positive Economics, ELBS. Oxford
6. Stingler G: The theory of price: Prentice Hall of India.
7. Nellis & Parker: The Essence of Business Economics: Prentice Hall, New Delhi
8. Ferguson P.R. and Rothschild R., and Ferguson GJ,: Business Economics MacMillan, Hampshire.
9. Ahuja H.L.: Business Economics; S- Chand & Co., New Delhi.

Veer Narmad South Gujarat University

B.Com. (Honors) second semester

Course Code - CC 201 B

Business Economics Paper-2

(syllabus effective from academic year 2011-12 and onwards)

Objective:

This course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

SEM-2

SR. NO.	CONTENT	Weightage
1.	Market Structures: Market Structures and business decisions. Objective of Business Firm. a. Perfect competition: Profit Maximization and equilibrium of the firm and industry; Short run and Long run supply curves; Price and output determination; practical applications. b. Monopoly: Determination of price under monopoly; equilibrium of a firm; Comparison between perfect competition and monopoly. Multi plant monopoly; price discrimination. Practical applications. c. Monopolistic Competition: Meaning and characteristics; price and output determination under monopolistic competition; product differentiations; selling cost; Comparison with perfect competition; Excess capacity under monopolistic competition d. Oligopoly: Characteristics, indeterminate pricing and output, Classical models of oligopoly; Price leadership; Collusive Oligopoly; Kinked Demand curve.	40%
2.	Factor Pricing-1: Marginal Productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labour; Rent-concept; Ricardian and modern theories of rent; Quasi-rent.	30%
3.	Factor Pricing-2: Interests; concept and theories of interest; Profit- nature; concepts and theories of profit.	30%

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1. John P. Gould, Jf. And Edward P. Lazear: Micro-economic Theory; All India Traveller, Delhi.
2. Browning Edeger K. and Browning Jacquience M: Micro economic Theory and Applications; Kalyani, New Delhi
3. Walson Donald S, and Getz Molcom: Price theory and its uses; Khosia publishing house, New Delhi.
4. Koutsoyianni A;: Modern Microeconomics; Macmillan, New Delhi.
5. Richard G. Lipsey: An Introduction to positive Economics, ELBS. Oxford
6. Stinger G: The theory of price: Prentice Hall of India.
7. Nellis & Parker: The Essence of Business Economics: Prentice Hall, New Delhi
8. Ferguson P.R. and Rothschild R., and Ferguson GJ,: Business Economics MacMillan, Hampshire.
9. Ahuja H.L.: Business Economics; S- Chand & Co., New Delhi.