

Veer Narmad South Gujarat University

Syllabus Effective from 2016-17

F .Y .B. Com.

Semester I

Subject: Business Economics

Objective:

Objective of this syllabus is to introduce the First Year Students of Commerce faculty with various micro economic concepts and its application in decision making for business.

Unit 1: Introduction of Business Economics **25%**

Business Economics: Meaning, Characteristics and Scope – Role and Responsibilities of Managerial Economist in Business - Basic Concept of Business Economics: Incremental principle - Opportunity Cost Principle - Discounting Principle - Equi-marginal Principle - Principle of Time Perspective.

Unit 2: Demand Analysis **25%**

Meaning of demand – Law of Demand - Demand Function - Determinants of Demand and Types of Demand- Concept, types and measurement of Price Elasticity of Demand - Income Elasticity of Demand: Meaning and Types – Cross Elasticity of Demand: Meaning and Types -Advertisement Elasticity of Demand: Meaning and Factors Affecting Elasticity of Demand - Demand Forecasting: Meaning and Methods – Forecasting for New Products – Criteria for an Ideal method of Demand Forecasting.

Unit 3: Cost Analysis, Revenue Concept and Production function **25%**

Cost Concepts: Fixed Cost, Variable Cost, Average Cost and Marginal Cost, Behaviour of Cost Curves: Short Run and Long Run – Meaning of Total Revenue, Average Revenue and Marginal Revenue - Production Function: Meaning and Nature – Short Run and Long Run Production Function - Law of Variable Proportion - Economies and Diseconomies of Scale.

Unit 4: Break Even Analysis **25%**

Break Even Analysis: Meaning, Assumptions, Uses and Limitations - Break Even Point (BEP): Meaning - Determination of Break Even Point – Break Even Charts.

Selected Reading :

1. MC Nair, M. P. and R. S. Mariam. Problems in Business Economics, Mc Graw Hill, N. Y. 1941
2. Joel Dean. Managerial Economics, Prentice Hall, Englewood Cliffs, N. J.
3. Spencer M. H. and Siegelman – Managerial Economics Richard Irwin – 1964.
4. Hague D. C. – Managerial Economics – Analysis for Business Decision, Longmans, London. 1969.
5. Graham P – Managerial Economics, Adission – wisely Publishing Co. Massachusetts, 1980.
6. G. S. Gupta – Managerial Economics, Tata McGraw Hill.
7. H. L. Ahuja – Principals of Micro Economics – S. Chand & Co. New Delhi.
8. R. L. Varshney and K. L. Maheshwari – Managerial Economics – Chand and Co. New Delhi.
9. પ્રા. રિચાર્ડ લિપ્સી – વાસ્તવદર્શી અર્થશાસ્ત્ર (ભાગ – ૧ અને ૨) યુનિ. ગ્રંથ નિર્માણ બોર્ડ (અનુવાદ)
10. બોમલ – અર્થશાસ્ત્રના સિધ્ધાંતો અને કાર્યાત્મક પૃથકકરણ – યુનિ. ગ્રંથ નિર્માણ બોર્ડ (અનુવાદ)
11. પ્રો. એચ. કે. ત્રિવેદી – અર્થશાસ્ત્રના સિધ્ધાંતો – મૂલ્ય અને વહેંચણી – યુનિ. ગ્રંથ નિર્માણ બોર્ડ.
12. પ્રો. આર. કે. અમીન – મૂલ્યના સિધ્ધાંતો – યુનિ. ગ્રંથ નિર્માણ બોર્ડ.