

Gujarat Technological University
MAM (Masters in Applied Management) – Dual degree Programme
Semester -IV
Subject Code:-4140503
Subject Name: Micro Economics

1. Course Objectives:

- 1.To expose students to basic micro economic concepts.
- 2.To apply economic analysis in the formulation of business policies.
- 3.To use economic reasoning to problems of business.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Contents	No. of Sessions	Marks (70 External Exam)
I	INTRODUCTION Meaning, Nature and Scope of Business Economics - Micro and Macro, Basic Economic Problems Market forces in solving economic problems. Circular Flow of Income and Expenditure	9	17
II	DEMAND ANALYSIS Concept of Demand, Elasticity of Demand and their types. Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship, SUPPLY ANALYSIS Concept and Law of Supply, Factors Affecting Supply	9	18
III	COST ANALYSIS Accounting Costs and Economic Costs Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curve	9	17
IV	PRICING UNDER VARIOUS MARKET CONDITIONS Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition Pricing scenario in India since liberalization in 1991 with special reference to industries like automobiles , computers and electronics , mobile services etc . Pricing scenario in certain Asian countries like Japan , Korea , Sri Lanka and European countries like Germany , Italy , France etc.	9	18
V	Undertaking immersion studies of demand and supply functions, cost analysis and pricing in case of any business organization situated in the state of Gujarat . Preference may be given to unit located in near vicinity of the college.	-	20 Marks (Internal Marks - CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Role plays
- (c) Case discussion.
- (d) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation	Weightage 20% (Internal Assessment- 20 Marks)
B	Two Internal Examinations	Weightage 10 % (Internal Assessment-10 Marks)
C	End –Semester Examination	Weightage 70% University External Exam 70 Marks

6. Reference Books & Essential Reading

Name of the Book	Author	Publication	Edition
Micro Economic Theory	D Salvotre	Tata Mc Graw Hill	Latest
Managerial Economics	D N Dwivedi	Vikas Publishing	Latest
Microeconomics	S.Mukherjee, M. Mukherjee & A. Ghose	Prentice-Hall	

1. Dr. Girijashankar; Business Economics (Micro) - Atharva Prakashan, Pune.
2. M. L. Jhingan , Micro Economics -; Vrinda Publications, New Delhi.
3. D. M. Mithani Managerial Economics - Theory and Application
4. J. P. Gould Jr. and E.P. Lazer : Micro-Economic Theory
5. Stonier and Hague , Textbook of Economic Theory -; Longman Green and Co., London.

7. Session Plan:

Session Nos.	Topics to be covered
3	Meaning, Nature and Scope of Business Economics
2	Micro vs Macro Economics
2	Basic Economic Problems Market forces in solving economic problems
2	Circular Flow of Income and Expenditure
1	DEMAND ANALYSIS :Concept of Demand
2	Elasticity of Demand and their types- Price , Income and Cross
2	Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship
2	SUPPLY ANALYSIS :Concept and Law of Supply
2	Factors Affecting Supply
3	COST ANALYSIS : Accounting Costs and Economic Costs
3	Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs
3	Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curve
3	Pricing under Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition
3	Pricing scenario in India since liberalization in 1991 with special reference to industries like automobiles , computers and electronics , mobile services etc .
3	Pricing scenario in certain Asian countries like Japan , Korea , Sri Lanka and European countries like Germany , Italy , France etc.