

**C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE,
ANAND**

(Managed by **SARDAR PATEL EDUCATION TRUST, ANAND**)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified

GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**BACHELOR OF BUSINESS ADMINISTRATION-GENERAL
(BBA-G) (Semester- IV)**

Course Code	UM4MIBBA01	Title of the Course	ECONOMIC ANALYSIS-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> 1. To familiarize the students with the advanced concept of Economics. 2. To identify and interpret the advanced economic concepts/variables. 3. To learn application of theoretical models to address real-world problems. 4. To understand the behaviour of an individual and market in a variety of economic environments. 5. To invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.
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Course Content		
Unit	Description	Weightage* (%)
1.	Elasticity of Demand: <ul style="list-style-type: none"> • Price elasticity – Methods, types and Uses • Income elasticity – concept and uses • Cross elasticity –Concept, Types and Uses, • Promotional Elasticity and its Uses 	25%
2.	Demand Forecasting: <ul style="list-style-type: none"> • Demand Forecasting -Meaning, categories, purpose of forecasting. • Steps involved in demand forecasting, determining scope of forecasting exercise, determinants of demand forecasting, • Methods of demand forecasting- opinion poll method:1) Consumers' survey methods 2) Sales force opinion methods 3) Experts' opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method • Project Of National Income (RBI Bulletins) 	25%

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3.	Indifference Curve Approach: <ul style="list-style-type: none"> Indifference curve Approach – Properties. Marginal rate of Substitution, Budget Line, Changes in the Budget Line Consumer's Equilibrium, Application , Advantages and Uses of Indifference Curve Negotiation Principle (Edgeworth Box Diagram), Subsidy in Cash Vs Kind 	25%
4.	Production Function: <ul style="list-style-type: none"> Concept and meaning of Production function Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line – Isoquant - properties, Principle of Marginal Rate of Technical Substitution- Least cost combination law of variable proportion with the Iso-quant and Iso-cost Approach Law of return to scale with the help of Iso -quants 	25%

Teaching-Learning Methodology	Through a combination of lectures, direct reading, case studies, Projects , Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per NEP 2020)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per NEP, 2020)	20%
3.	Semester End Examination	50%

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Course Outcomes: Having completed this course, the learner will be able to

1.	Students will examine the basic models that economists used to study the choices made by people in their roles as consumers, entrepreneur, employees, investors, business owners and managers, and government officials
2.	Will be able to explain the concepts of the elasticity and theory of indifference curve in business applications
3.	Also interpret the various form of elasticity like price elasticity and cross elastic and to identify and analyze the effect of substitute goods and complementary goods.
4.	They will be able to analyse and evaluate the function of game theory and also the practical application of this theory in market.

Suggested References:

Sr. No.	References
1.	Economic Theory and Operation Analysis – W.J. Baumol
2.	Managerial Economics – Samuel Paul
3.	Managerial Economics - P.L.Mehta
4.	Introduction To Managerial Economics – Savage And Small
5.	Managerial Economics – D.C. Hague 6. Economic Theory – Stonier Hague
6.	Advance Economic Theory – H.L. Ahuja
7.	Managerial Economics – GopalKrishna

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On-line resources to be used if available as reference material

On-line Resources

https://www.economicdiscussion.net/ - (creative commons)
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https://www.economicshelp.org/microessays - (creative commons)
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https://www.indeed.com/career-advice/career-development/law-of-supply#:~:text=Law%20of%20supply%20considerations%201%20Nature%20of%20goods,costs%20and%20materials%20into%20a%20product%27s%20price.%20

https://dealhub.io/glossary/factor-pricing/

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