

BCR-103: PRINCIPLES OF ECONOMICS

L+T+P

4+1+0

Unit-I(10 hrs)

Introduction: Meaning, Nature and scope of economics, Types of economics. Basic problems of an economy. Theories of Consumer Behaviour; Utility analysis.

Unit-II(10 hrs)

Demand: Concept of demand and its determinants. Change in demand and change in quantity demanded and Law of demand. Meaning / Types of elasticity of demand. Measurement of elasticity of demand; Price, income and cross elasticity.

Unit-III(10 hrs)

Production Function: Meaning of Production function. Total average and marginal product. Law of variable proportions, Iso-quants, Returns to scale;

Theory of Costs: Meaning and types of cost. Short-run and long-run cost curves - traditional and modern approaches.

Unit-IV(10 hrs)

Market Structures: Market structures and business decisions; Objectives of a business firm. Price and output determination under different forms of market- perfect competition, monopoly, monopolistic competition and oligopoly.

Unit-V(10 hrs)

Factor Pricing: Marginal Productivity theory of wage Rent -concept; Ricardian and modern theories of rent; Quasi-rent. Interests -concept and theories of interest; Profit -nature, concepts, and theories of profit.

Suggested Readings:

1. John P. Gould, Jr. and Edward P. Lazear: Micro-economic Theory; All India Traveller, Delhi.
2. Browning Edger K. and Browning Jacquenlence M: Microeconomic Theory and Applications; Kalyani, New Delhi.
3. Watson Donald S. and Getz Molcolm: Price Theory and Its Uses; Khosla Publishing House, New Delhi.
4. Koutsoyianni A.: Modern Microeconomics; Macmillan, New Delhi.
5. Richard G, Lipsey: An Introduction to Positive Economics; ELBS, Oxford.
6. Stigler 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 G.J.: Business Economics; MacMillan, Hampshire.
9. Ahuja H.L.: Business Economics; S.Chand & Co.,New Delhi.
10. M.L Jhinghan: Micro Economics Theory
11. P.N. Chopra- Principles of Economics Kalyani Publication