Bachelor of Business Administration (B.B.A.)			**Semester - II**
Course Title: Micro & Macro Economics		**Course Code:**	**Type of Course: Minor**
Credit: 04	**Theory: 04 Hours**	**Practical: Nil**	**Teaching Hours: 60 Hours**
Internal Marks: 50	**External Marks: 50**	**Total Marks: 100**	**External Exam Time: 2½ Hours**

COURSE OUTCOMES:

- To provide basic Knowledge of principles, concept and tools of economics
- To provide basic knowledge of the Indian Economy.
- To make enable students for understanding the application of economic theories and practices
- To develop abilities in students for applying the principles, concepts and tools of economics

Pedagogy:

- Interactive lectures, electronic media, PowerPoint presentations, problem-solving-based learning, case study method, project-based learning, performance-related task etc.

COURSE CONTENT

Unit - 1	**Utility Analysis & Consumer Surplus**	**Hours: 12**
	• Concept and Meaning of Utility • Concept of Cardinal and Ordinal Utility • Total and Marginal Utility • Law of Diminishing Marginal Utility • Law of Equi-Marginal Utility • Concept of Consumer Surplus	
Unit – 2	**Theory of Demand and Supply**	**Hours: 12**
	a) Theory of Demand • Meaning of Demand & Demand Function • Law of Demand. demand curve and demand schedule • Determinants (factors) of Demand • Exceptions/Limitations of Law of Demand b) Theory of Supply • Law of Supply, supply curve • Determinants (factors) of Supply	
Unit - 3	**Elasticity of Demand**	**Hours: 12**
	• Meaning and concept of Elasticity of Demand • Types of Elasticity of Demand • Types of Price Elasticity of Demand • Factors affecting the price elasticity of demand • Meaning and Types of Income Elasticity of Demand • Meaning and Types of Cross Elasticity of Demand • Measuring Methods of Price Elasticity of demand • Practical Significance of Price Elasticity of Demand	
Unit – 4	**Introduction to Indian Economy**	**Hours: 12**
	• India as a developing economy • Share of Agricultural Sector in India's GDP & its Importance in Indian Economy	

	• Share of Industrial Sector in India's GDP & its Importance in Indian Economy • Share of Service Sector in India's GDP & its Importance in Indian Economy

Unit-5	**Demographic Issues**	**Hours: 12**
	• Relationship between size of population and economic development • Concepts of birth rate, death rate, life expectancy at birth and density of population. • Recent demographic trends in India • Causes of large size of the population, its effects on economic development and current population policy.	
Skill Development Activities: Practical Applications of Economics in day-to-day life.		

REFERENCES

References:

- Principles of Economics by D.M. Mithani – Himalaya Publishing House.
- Micro Economics by H.L. Ahuja – S.Chand and Co.
- Micro Economics by M. John Kennedy – Himalaya Publishing House.
- Micro Economics by M.M.Verma and R.K.Agarwal – King Books.
- The Indian Economy, Environment & Policy by Ishwar C Dhingra-S. Chand & Sons
- Indian Economy by Ruddar Datt & K.P.M. Sundaram-S. Chand & Company Ltd.
- Indian Economy by V.K.Puri & S.K. Misra-Himalaya Publishing House