**Elective Minor for UG Courses**

**Business Economics**

**Unit: 1-** Economics: Definitions, nature and scope of economics; Law of

Economics and its relationship with other subjects; basic problems of an economy, Utility theory, law of diminishing marginal utility, consumer surplus

**Unit: 2-** The concept of demand and the elasticity of demand and supply: Demand curves: individual’s demand curve, market demand curve, Movements along versus shifts in the demand curve, Elasticity of demand: price, income. Concept of revenue: Marginal and Average,

**Unit: 3-** Consumer Behaviour: Notion of indifference and preference, Indifference curve analysis of consumer behavior; Consumer’s equilibrium (necessary and sufficient conditions) Price elasticity and price consumption curve, income consumption curve

**Unit: 4** Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions. Cost of Production: Social and private costs of production, difference between economic and accounting costs, long run and short run costs of production.

**Unit: 5-** Market and its classification, price determination in various Markets: perfect, monopolistic, monopoly, and oligopoly