



**Bhavan's Vivekananda College  
of Science, Humanities & Commerce**

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

**B.A I- SEM 1- MICROECONOMICS-I Academic Organiser 2017-18**

Month/No. of Days	Name of the Topic	Remarks
<b>June 3</b>	<b>UNIT-I: Introduction</b> Definition: Wealth, Welfare, Scarcity and Growth.	3
<b>July 19+1</b>	Scope, Importance and Limitation of Economics. Micro and Macro Analysis Approaches to Economics Analysis : Partial Equilibrium Vs General Equilibrium . Comparative Static and Dynamic Analysis. Positive and Normative Approaches . Deductive and Inductive Analysis. <b>UNIT-II: Theory of Consumer Behavior</b> Utility Analysis: Cardinal Utility. Theory: Law of Diminishing Marginal Utility. Law of Equi-Marginal Utility.	1 2 3 2 2 2 1 3 3
<b>August 15+1</b>	Consumer Equilibrium. Ordinal Utility Theory: Indifference Curve Analysis, Consumer's Equilibrium. Price, Income and Substitution Effects. Types of goods: Normal, Inferior and Giffen Goods. Consumer Surplus. <b>UNIT-III: Demand and supply analysis.</b> Meaning, Demand Function Law of Demand, Movements and shifts in Demand Curve. Elasticity of Demand: Point, Arc and Outlay Methods.	4 1 1 2 4 4
<b>September 14+2</b>	Demand Forecasting: Meaning and Factors influencing. Law of Supply: Movement and Shifts in Supply Curves, Elasticity of Supply, Determinants of Supply. Producer's Surplus <b>UNIT-IV: Theory of production</b> Concepts of production, Production Functions: Linear and Non-Linear Homogenous Production Functions. Law of Variable Proportions. Variable Returns to Scale. Isoquants.	2 3 1 2 3 2 3
<b>October 8+2</b>	Economies of Scale and Scope. Limitations of Production Function Analysis. <b>UNIT-V: Production Costs</b> Concepts and Types: Money, Accounting, Real Opportunity, Economics, Implicit and Explicit. Short Run, Long Run, Fixed and Variable Costs, Concepts of Total, Average and Marginal Costs. Deviation of Long Run Average and Marginal Cost Curves. Relationship between Average and Marginal Costs Curves in Short run and Long run	1 1 2 4 2
	<b>Total Classes 65</b>	



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**B.A I- SEM 2- MICROECONOMICS-II Academic Organiser 2017-18**

Month/No. of Days	Name of the Topic	Remarks
November 15	<b>UNIT-I: Types of Revenue and Objectives of Firm</b>	
	Behavior of the Firm: Concept of Revenue: Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR). Relationship between AR and MR and Price Elasticity of Demand. Break Even Analysis.	3
	Traditional Objectives of the Firm: Profit Maximization. Modern Objectives of the Firm: Output/Sales/Market Share Maximization – Concepts.	2
	<b>Unit II: Perfect Competition and Monopoly</b> Classification of Market: Perfect Competition.	3 3 4
December 15	Classification of Market: Perfect Competition, Short Run and Long Run Analysis. Equilibrium of the Firm and Industry. Monopoly Features, Equilibrium. Discriminatory Pricing. Differences between Perfect Competition and Monopoly.	2
	<b>Unit III: Monopolistic Competition and Oligopoly Markets</b> Monopolistic Competition. Product Differentiation, Selling Costs.	6
	Oligopoly: Homogeneous and Heterogeneous Oligopoly. Price Rigidity in Oligopoly	5 2
January 15	Kinky Demand Curve.	2
	<b>Unit IV: Pricing Strategies</b>	
	Pricing Practices: Cost Plus Pricing.	2
	Marginal Cost Pricing.	2
	Rate of Return Pricing.	1
	Product Life Cycle Pricing.	2
	Price Skimming, Penetration Pricing.	3
Markup Pricing. Loss- leader Pricing.	1 2	
February 18	State Intervention and Administered Prices.	1
	<b>Unit V: Distribution and Factor Pricing</b>	
	Functional and Personal Distribution.	1
	Marginal Productivity.	3
	Theory of Distribution, Ricardo's Theory of Rent and Quasi Rent.	3
	Marginal Productivity Theory of Wages.	2
	Theories of Profit: Risk and Uncertainty Theory, Dynamic Theory, Innovation Theory.	4
	Concept of Interest, Classical and Neo- Classical Theory of Interest rate determination.	4
<b>Total Classes 63</b>		