**LJK UNIVERSITY**

**5 Year Integrated Bachelor Degree Programme (After 10th)**

(School of Commerce)

**(W.E.F. Academic Year 2025-2026)**

**Programme & Semester: IBP – Semester 2**

**Subject Title:** Microeconomics - II

**Subject Code:** 20350204

**Course Credit:** 4

**Course Coordinator:** Prof. Sejal Mankani

**Course Duration:** 40 sessions 60 minutes/session

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| **Course Objective:**  |
| To expose students to the basics of building blocks of microeconomics |
| To make students familiar with fundamental microeconomics terminology |
| To make students familiar with basic tools of economics – statements of laws, tabular presentation, graphs/diagrams, cause-effect relationships, etc. |
| To make students understand how the basic textbook concepts of microeconomics get applied in real world setting |

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| **Course Outcome:** |
| Students will get to know what economics is and explain why it is important |
| It explains how economists use economic models |
| Students will know the use graphs in common economic applications |
| Students will understand the determinants of demand |
| They will get familiar with the determinants of supply |
| It explains and graphically illustrate market equilibrium, surplus and shortage  |

**Course Content**

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| **Sr** | **Topics** | **Teaching Hours** |
| **1** | **Unit 1 PRODUCTION ANALYSIS** |  |
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| 1. Meaning of Production
2. A brief introduction to four factors of production – land, labor, capital & entrepreneur
3. Production function – Meaning and characteristics
4. Short run and long run in Economics – Meaning
5. Law of variable proportion
6. Law of returns to scale
7. Economies and Diseconomies of Scale (Internal and External)
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| **2** | **Unit 2 COST & REVENUE ANALYSIS** |  |
|  | 1. Fixed cost, Variable cost and Total cost
2. Average fixed cost, average variable cost and average cost
3. Relationship between Average cost and Marginal cost
4. Long run Average Cost Curves
5. (Numerical included)
6. Total revenue, average revenue and marginal revenue
7. Relationship between Average Revenue and Marginal Revenue when price is fixed (perfect competition)
8. Relationship between Average Revenue and Marginal Revenue when price is not fixed (Imperfect competition)
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| **3** | **Unit 3 Consumer’s and Producer’s Equilibrium**  |  |
|  | 1. Meaning of consumer’s equilibrium
2. Approaches – Cardinal and Ordinal approach
3. Concept of utility
4. Law of diminishing marginal utility
5. Conditions of equilibrium- one commodity case
6. Consumer’s equilibrium- Ordinal approach
7. Meaning of Producer’s equilibrium
8. Conditions/ Approaches- Producer’s equilibrium (MR-MC & TR-TC Approach)
9. Producer’s equilibrium-one commodity case
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| **4** | **Unit 4 MARKET** |  |
|  | 1. Meaning of Market
2. Classifying market on various criteria (geography, time, volume of transactions, nature of transactions, nature of seller, regulation, number of sellers, etc.)
3. Perfect competition – Characteristics, nature of demand curve
4. Monopoly – Characteristics, nature of demand curve
5. Monopolistic competition – Characteristics, nature of demand curve
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**Teaching Pedagogy:**

1. Classroom Teaching
2. Class Presentation
3. Case Study

**Reference books:**

1. Poonam Gandhi
2. Bull’s-Eye