### COURSE OBJECTIVES
Principle of Economics is a comprehensive course comprising of both Micro and Macro Economics. It is designed to provide the students with solid ground in economic principles, theories, and concepts. Besides, it familiarizes them with national and international mechanisms, institutions, and policies influencing economics activities and everyday life situations. It also includes economics of Pakistan. Contents of the subjects have been so developed as to enable the students to study and analyze economics systems, developments, policies, and programs at the national and international levels.

#### 1st Week
**INTRODUCTION**
- Definitions of Economics
- Branches of Economics i.e. Micro & Macro
- Scope and Importance of Economics

#### 2nd Week
**MICRO ECONOMICS**
- Consumers Behavior
- Cardinal Approach
- Law of Diminishing Marginal Utility
- Law of Equi-Marginal Utility

#### 3rd and 4th Week
**ORDINAL ANALYSIS**
- Indifference Curve Analysis
- Budget Line
- Equilibrium of Consumer
- Income Effect
- Substitution Effect
- Price Effect
- Derivation of Demand Curve from Indifference Curve Approach

#### 5th and 6th Week
**THEORY OF DEMAND**
- Meaning of demand
- Law of demand
- Changes in demand curve
- Elasticity of Demand
- Types of Elasticity of Demand
- Price Elasticity
- Income Elasticity
- Cross Elasticity
- Point Elasticity
- Arc Elasticity

#### 7th Week
**MEANING OF SUPPLY**
- Law of Supply
- Shifts of Change in Supply Curve
- Changes in Supply Curve

#### 8th Week
**MARKET EQUILIBRIUM**
- Market equilibrium
- Market Equilibrium with the help of Supply & Demand Curve
- Effects of Changes in demand & supply on Price and Quantity

#### 9th and 10th Week
**THEORY OF PRODUCTION**
- Meaning of Production
- Factors of Production
- Land, Labor, Capital & Organization
- Production Functions, Short Run and Long Run
• Law of variable Proportion
• Total Product Marginal Product, Average Product and their Relationship

11th Week
ANALYSIS OF COST & REVENUES
• Meaning of Cost
• Types of Cost i.e. Implicit Cost, Explicit Cost, Opportunity Cost & Economics Cost.
• Meaning of Short Run & Long Run Cost Curves
• Total Cost (TC), Fixed Cost (FC), Variable Cost (VC),
• Marginal Cost (MC)
• Average Total Cost (ATC), Average Fixed Cost (AFC) & Average Variable Cost (AVC)

12th Week
REVENUE ANALYSIS
• Meaning of Revenue
• Total Marginal and Average Revenue
• Derivation of MR, TR, And AR curves

13th Week
MARKET STRUCTURE (SIMPLE TREATMENT)
• Meaning of Markets, Market Structure
• Types of Market Model
• Perfect Competition (in Brief)
• Monopoly (in Brief)
• Monopolistic Competition (In Brief)

14th Week
Money, Definition, Evolution, Types and Functions
15th Week
Inflation
• Definition of inflation

• Types of inflation
• Control of inflation
• Inflation in Pakistan its causes and measures
• Assignment on “Control on inflation in Pakistan

16th Week
• Assignment And presentations

Course Books