

PRINCIPLES OF ECONOMICS AND ITS APPLICATION TO HOSPITAL SERVICES

Objective : To understand the basic economic theories and thoughts, nature and significance of fundamental macro-economics, and micro - economic principles and its application to health care.

Unit – I

Analysis of Demand and Supply; Diminishing Marginal Utility; Equi-marginal Utility; Indifference Curve; Elasticity of Demand; Marginal Principle in Economic Action; Cost; Increasing Returns; Elasticity of Supply; Forces Governing the supply of Factors of Production – Land, Labour, Capital and Enterprise.

Unit – II

Theory of the Firm; Price Fixation; Role of Supply and Demand. The time element in economic theory; Concept of normal profit; Market -Perfect Competition; Imperfect Competition; Monopoly; Duopoly; Oligopoly; Monopolistic Competition, Economics of bulk purchase.

Unit – III

National Income; Circular Flow, Measurement; Difficulties in measurement; Uses.

Unit – IV

Theory of Distribution, Principle of substitution, Marginal Productivity, Wages; Rent, Interest Profit.

Unit – V

Business economics and Health Economics.

Text Books :

S.No	AUTHOR	TITLE	PUBLICATION
1.	D.N. Dwivedi	Principles of Economics	-
2.	Paul A. Samuelson	Principles of Economics	-
3.	Ronathan S. Rakich	Management Health care organization	-
4.	S.L. Goel	Health care administration	-
5.	Srinivasan	Management process in Health care.	-