



PREFACE

This volume of Business Economics is planned keeping the recent model syllabus of the AP State Council of Higher Education for B. Com. First Year course which is common core syllabus for all the universities of Andhra Pradesh. The basic purpose with which this book has been attempted to present the complex principles of economics in a simple and easy to understand manner. It is our belief that the subject matter in a textbook should be so simple and lucid that students find no problem in understanding them. This is what has been kept in mind while dealing with various topics in this volume.

Further, being students of commerce stream, the concepts, principles and techniques of economics are to be dealt with, in a manner so that the students may find them useful in their fields of activities. This is precisely targeted in this book.

An important feature of the syllabus is that its coverage is very comprehensive primarily because a business economist quite often has to deal with various dimensions of economic analysis in performing his duty towards the organization for which he/she works. With this perspective in view, the subject matter covers almost every basic branch of economics starting from micro and macro economics to public finance, growth economics, Indian economy and even international economics. Given the vastness of the syllabus, special care has been taken not to extend discussion too far beyond the required levels. At the same time, fundamental concepts, thoughts and rationales are made crystal clear with the help of figures and illustrations.

It will be a great satisfaction for us, to author as well as to the publisher of this volume, if we have succeeded in our endeavour.

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However, the errors left despite best efforts will be solely of my responsibility. Being the first edition, there must be scope for improvement. All the constructive suggestions in this regard will be duly acknowledged and appreciated.

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