

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Bachelor of Business Administration (BBA)
Course Code	:	1BBA02
Course Title	:	Micro Economics
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	-
Course Objective	:	The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of economics in managerial decision making.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	To expose students to basic micro economic concepts
	CO2	To use economic reasoning to problems of business.
	CO3	To apply economic analysis in the formulation of business policies

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				Total Marks
L	T	P		SEE	CIA	SEE	CIA	
4	0	0	4	100	50	00	00	150

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	Introduction to Microeconomics A) Definition, scope, and nature of economics. B) Methods of economic study C) Central economic problems	15	25%	CO1
2	Demand Analysis Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand	15	25%	CO1 CO2

	forecasting. Supply Analysis Concept of Supply & its determinants. Price, Income & Substitution effects, Elasticity of Supply meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of supply forecasting			
3	Production and Cost Analysis Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale	15	25%	CO2 CO3
4	Pricing Nature of market, Types of markets and their characteristics, Pricing under different market structures- Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	15	25%	CO3 CO4

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	15	15	20	20	15	15

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Varsney & Maheshwari, Managerial Economics
2	Mote Paul & Gupta, Managerial Economics: Concepts & cases
3	D.N. Dwivedi, Managerial Economics
4	D.C. Huge, Managerial Economics
5	Peterson & Lewis, Managerial Economics

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Asian Journal of Research in Business Economic
2	Indian Journal of Economics and Development
3	Business Standard/Economic Times/Financial Times/ Financial Express
4	Rangarajan and Dholkia, Macroeconomics, TMH.