Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Bachelor of Business Administration (B.B.A)
Course Code	:	1BBA02
Course Title	:	Micro Economics
Type of Course	:	
Year of Introduction	:	2025-26

Prerequisite	:	Basic knowledge of principles about management
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

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
4	0	0	4	50	50	0	0	100

*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
1	**Introduction to Microeconomics** 1. Definition, scope, and nature of economics. 2. Methods of economic study 3. Central economic problems	15

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 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	15
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
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
	Total hours.	60

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 Methodologies

4. Lecture-cum-Discussion Method
5. Case Study Method
6. Project-Based Learning (PBL)
7. Experiential Learning Method
8. Simulation Based Learning
9. Collaborative Method
10. Group Discussion Method
11. Flipped Class Room Method

Note : *The selected teaching methodologies are expected to account for more than 75% of the total course delivery for this curriculum*

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.

Course Outcome – CO-PO Mapping

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10			PSO 1	PSO 2
CO1	3	3	2	-	-	2	-	-	-	3			-	-
CO2	3	3	3	-	2	2	2	2	-	3			-	-
CO3	3	3	3	3	1	2	1	1	3	1			-	-
CO4	3	3	3	3	1	1	1	1	3	1			-	-
CO5	3	3	3	-	3	3	3	3	3	3			-	-
Total	15	15	14	6	7	10	7	7	9	11			-	-
No. of Cos mapping with POs	5	5	5	2	4	5	4	4	3	5			-	-
Average	3.0	3.0	2.8	3.0	1.8	2.0	1.8	1.8	3.0	2.2			-	-
Round (Average)	3	3	3	3	2	2	2	2	3	2			-	-