



C. U. SHAH UNIVERSITY - WADHWANCITY



FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER I (one)

CODE4MS01MEC1

Name of Subject Micro Economics

Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	University	Internal	Total
04	0	0	04	70	30	100

Objective

- Help Students to Understand basic Concepts of Economics like Demand, Supply, Elasticity and different Market Conditions

Prerequisite

- Basic Understanding of Transaction (Demand and Supply)

Course outline

Sr. No.	Course Contents	Number of Hours
1	Ten Principles of Economics	4
2	The Market forces for Demand and Supply	4
3	Elasticity and Its Application	5
4	The Cost of Production	4
5	Firms in Competitive Markets	5
6	Monopoly	5
7	Oligopoly	5
8	Monopolistic Competition	5
9	The theory of Consumer Choice	5
10	Measuring Nations Income	5
11	Measuring the Cost of Living	5
12	Production and Growth	4
13	Monetary System	4
Total Hours		60

Learning Outcomes

Theoretical Outcomes

Understanding of basic Economic aspects

Practical Outcomes

Implementation of idea of Demand, Supply and Elasticity and make understand about basic Market Condition.

Teaching & Learning Methodology

- Lecture
- Projects
- Case Studies
- Assignments

Books Recommended

1. 'Economics, Principles and Application', *Mankiw*, Cengage Learning
2. 'Managerial Economics: Micro Economic', *Gupta, G.S.*, Tata-McGraw Hill.
3. 'Managerial Economics', *Christopher R. Thomas & S. Charles Maurice*, Tata McGraw Hill.

E-Resources

1. http://www.knowledgepk.com/videos/Economics/Managerial-Economics/page_1
2. http://www.vutube.edu.pk/index.php?option=com_hwdvideoshare&task=viewcategory&Itemid=239&cat_id=242