

**C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE,  
ANAND**

**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)**

**AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified  
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A<sup>+</sup>** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt of India – June 2022

**Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024**

**BACHELOR OF BUSINESS ADMINISTRATION-GENERAL  
(BBA-G) (Semester- I)**

<b>Course Code</b>	<b>UM1MIBBA01</b>	<b>Title of the Course</b>	<b>MICRO ECONOMICS FOR MANAGEMENT</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

Course Objectives:	<ol style="list-style-type: none"><li>1. This course is designed to reinforce and expand students' understanding of the basic microeconomic theory.</li><li>2. It aims to provide students with an introductory-level treatment of economic theory with emphasis on the technique besides the results.</li><li>3. It helps the students to master the basic tools used by the prominent economists, and makes them able to apply these tools in a variety of contexts to set up and solve economic problems.</li></ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage* (%)</b>
1.	<b>Introduction to Economics:</b> <ul style="list-style-type: none"><li>• Robbins Definition, Growth Definition</li><li>• Nature, Scope and Subject matter of Economics</li><li>• Micro &amp; Macro Economics (interdependence between Micro and Macro Economics)</li><li>• Production Possibility curve, Slope of production possibility curve</li><li>• Economic Models: Meaning, Nature, Concepts of Economic Building</li></ul>	25%
2.	<b>Product Pricing:</b> <ul style="list-style-type: none"><li>• Demand: Law of Demand Linear Function of Demand ( A Static Econometric Model), Determinants of Demand, Change &amp; Shift in Demand Supply:</li><li>• Law of Supply, Determinants of Supply, Change &amp; Shift in Supply</li><li>• Equilibrium Price and changes in Equilibrium Price</li></ul>	25%

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3.	<p><b>Consumer's Behaviour:</b></p> <ul style="list-style-type: none"> <li>● Consumers' Surplus (Ordinal Approach)</li> <li>● Indifference Curve Analysis: An Alternate Approach to Consumer Choice                             <ul style="list-style-type: none"> <li>○ Properties</li> <li>○ Marginal Rate of Substitution,</li> <li>○ Budget Line,</li> <li>○ Consumer's Equilibrium</li> </ul> </li> <li>● Application of Indifference Curve Analysis:                             <ul style="list-style-type: none"> <li>○ Income-leisure trade-off and supply of labour</li> <li>○ The Problem of Exchange(Negotiation Principle)</li> </ul> </li> </ul>	25%
4.	<p><b>Costs &amp; Revenues, Factor Pricing:</b></p> <ul style="list-style-type: none"> <li>● Basic Cost Concepts, Total Cost, Fixed Cost, Variable Cost Average Cost &amp; Marginal Cost (Cost Functions)</li> <li>● Short Run &amp; Long Run costs - their behaviour &amp;, relationship</li> <li>● Economics &amp; Diseconomies of scale</li> <li>● Factors of Production and Factors Payments (Concept and Characteristics)</li> <li>● Estimating Basic Factor Pricing</li> </ul>	25%

<b>Teaching-Learning Methodology</b>	Through a combination of lectures, direct reading, case studies projects , Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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<b>Evaluation Pattern:</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination(As per the NEP-2020 Guidelines)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per the NEP-2020 Guidelines)	20%
3.	Semester End Examination	50%

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<b>Course Outcomes: Having completed this course, the learner will be able to :</b>	
1.	The students can examine the basic models economists use to study the choices made by people in their roles as consumers, employees, investors, business owners and managers, and government officials.
2.	Will be able to describe and justify the main assumptions behind simple economic models as e.g. the demand and supply model
3.	The students will be able to illustrate diagrammatically these models and perform policy experiments
4.	The students will be able to analyse and evaluate short-run and long-run cost functions and the solve algebraically simple microeconomic models (e.g. Factor Pricing)

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Advanced economic Theory by M L Jhingan, Himalaya Publication, Mumbai
2.	A Textbook of Economics Theory, Long Group by H L Ahuja
3.	Microeconomics for Management Students by Ravindra H Dholkiya & Ajay N Oza, Oxford University Press
4.	Principles of Economics by N G Mankiw, Thomson Press, Sanat Printers, Kundli Haryana
5.	Basic Econometrics by Damodar Gujarati

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On-line resources to be used if available as reference material
On-line Resources
<a href="https://www.economicdiscussion.net/">https://www.economicdiscussion.net/</a> - (creative commons)
<a href="https://www.economicshelp.org/microessays">https://www.economicshelp.org/microessays</a> - (creative commons)
<a href="https://www.indeed.com/career-advice/career-development/law-of-supply#:~:text=Law%20of%20supply%20considerations%201%20Nature%20of%20goods,costs%20and%20materials%20into%20a%20product%27s%20price.%20">https://www.indeed.com/career-advice/career-development/law-of-supply#:~:text=Law%20of%20supply%20considerations%201%20Nature%20of%20goods,costs%20and%20materials%20into%20a%20product%27s%20price.%20</a>
<a href="https://dealhub.io/glossary/factor-pricing/">https://dealhub.io/glossary/factor-pricing/</a>

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