

NIRMA UNIVERSITY
Institute of Management
Integrated Bachelor of Business Administration-Master of Business
Administration Programme
Term - I

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Course Code	BBA1CCEF01
Course Title	Principles of Micro Economics

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Illustrate the working of an economy at the micro level.
2. Compare the relationships between different microeconomic variables.
3. Develop analytical skills using the tools of microeconomics.

Syllabus

Teaching Hours

Unit I: Introduction to Economics <ul style="list-style-type: none"> • Overview of Microeconomics • Principles 	02
Unit II: Consumer Behaviour <ul style="list-style-type: none"> • Consumer Choice • Budget Constraint and Indifference Curves 	06
Unit III: Demand and Supply <ul style="list-style-type: none"> • Basic concepts • Elasticity and its Application • Managerial Implications 	06
Unit IV: Theory of Production and Cost <ul style="list-style-type: none"> • Analysis of Production • Cost of Production 	06
Unit V: Market Structures <ul style="list-style-type: none"> • Perfect Competition • Imperfect Competition 	10

Suggested Readings:

1. Mankiw, N. G. *Principles of Economics*, Cengage Learning.
2. Froyen, R. T. & Greer, D. F. *Principles of Economics*, Macmillan India.
3. Samuelson, P. A. & Nordhaus, W. D. *Economics*, McGraw-Hill.
4. Dwivedi, D. *Microeconomics*, McGraw Hill.
4. Pindyck, R. and Rubinfeld, D. *Microeconomics*, Pearson India.

w.e.f. Academic Year 2019-20 and onwards