

Course Code	Course Title	L	T	P	C
BHUM103L	Micro Economics	3	0	0	3
Pre-requisite	Nil	Syllabus version			
		1.0			
Course Objectives					
1. To enable students to understand economic concepts from a managerial perspective. 2. To integrate theoretical knowledge with quantitative and qualitative evidence for effective decision making. 3. To evaluate the consequences of market structure, pricing and competition at the domestic and global levels.					
Course Outcome					
On completion of this course the students will be able to: 1. Describe traditional and modern definitions of economics. 2. Analyse supply and demand forces that determine equilibrium in a market economy. 3. Evaluate the factors affecting firm behaviour, such as production and costs. 4. Develop the skills to apply theories, models, and graphs to analyze the national and international cases. 5. Discuss the behaviour of market, industry and the performance of firms under different market structures. 6. Examine the market failures and the role of government in dealing with those failures.					
Module:1	Microeconomic Principles	5 hours			
Introduction to Economics – Definition (Wealth, Welfare, Scarcity and Growth); Economics as Arts versus Science; Positive versus Normative Approaches.					
Module:2	Consumer Behavior Theories	8 hours			
Ordinal versus Cardinal approach- Law of Diminishing Marginal Utility - Indifference curve analysis - Consumer equilibrium - Demand Analysis – movement and shift in Demand; exception to law of demand; Demand forecasting; Law of supply – Market equilibrium – Resource Allocation.					
Module:3	Elasticity of Demand and Supply	5 hours			
Elasticity of Demand: Price, Income and Cross – Price elasticity's; measurement of elasticity –Elasticity of supply.					
Module:4	Production Function	5 hours			
Production Function; Features of Production - The Production Function with One Variable Input and The Production Function with Two Variable Inputs – Law of Returns to Scale – Iso - quant and Iso - cost line - Producer Equilibrium.					
Module:5	Cost and Revenue Functions	5 hours			
Cost Functions – Nature of cost – Short Run cost function and Long Run cost curves - Revenue Functions – Types. Break-even analysis.					
Module:6	Market Structure – Partial Equilibrium	8 hours			
Products Markets – Perfect and Imperfect Competition- Monopoly, Monopolistic competition, Duopoly and Oligopoly, Efficiency and Regulation Factor market – Factor pricing.					
Module:7	General Equilibrium and Economic Welfare	7 hours			
General Equilibrium of Production and Exchange; Externalities - Asymmetric information, Adverse selection - Moral hazard; Pareto Optimality; Social Welfare Function.					
Module:8	Contemporary Issues	2 hours			
		Total Lecture Hours: 45 hours			
Text Book(s)					

1.	N. Gregory Mankiw (2015), “Principles of Microeconomics”, South-western Cengage Learning, USA, 7th Edition.		
Reference Books			
1.	Jeffrey M Perloff (2019), “Microeconomics”, Pearson Education, 17th Edition.		
2.	Dominick Salvatore ((2020), “Managerial Economics Principles and World Wide Applications”, Oxford University Press, 9th Edition.		
3.	Varian H.R. (2015), “Intermediate Microeconomics: A Modern Approach”, East West Press Pvt., Ltd, New Delhi, 9th Edition.		
Mode of Evaluation: Continuous Assessment Tests, Quizzes, Assignment, Final Assessment Test			
Recommended by Board of Studies		23-05-2022	
Approved by Academic Council		No. 66	Date 16-06-2022