



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



**Bachelor of Business Administration
Information System Management
BBA (ISM) Semester – I**

Course Code	UB01MIBBI01	Title of the Course	Micro Economics for Management I
Total Credit of Course	04	Hours Per Week	04

Course Objectives:

1. To understand the meaning, scope, nature and basic concepts of microeconomics for building a strong foundation in economic analysis.
2. To analyze the laws, determinants and shifts of demand and supply and understand the process of price determination through market mechanism.
3. To interpret different types of demand elasticity, their measurement methods and managerial applications in real-life business scenarios.
4. To examine consumer behavior and equilibrium through indifference curve analysis, marginal rate of substitution and budget line concepts.
5. To study cost and revenue structures, short-run and long-run cost curves and economies of scale essential for managerial decision-making.

Course Content

Unit	Description	Weightage* (%)
1.	Fundamentals of Microeconomics <ul style="list-style-type: none"> • Robbins' Definition of Economics • Paul Samuelson's Growth Definition of Economics • Meaning, Scope, Nature and Importance of Microeconomics • Difference between Microeconomics and Macroeconomics • Basic Concepts: Goods and Services, Utility, Marginal Costs and Marginal Benefits, Equilibrium, Price and Value 	20%
2.	Demand and Supply Analysis <ul style="list-style-type: none"> • Law of Demand and its Exceptions • Determinants of Demand • Change and Shift in Demand Curve • Law of Supply and its Exceptions Determinants of Supply • Change and Shift in Supply Curve • Market Mechanism and Price Determination 	20%

3.	Elasticity of Demand <ul style="list-style-type: none"> • Price Elasticity of Demand: Meaning, Types, Uses, Determinants • Measurement of Price Elasticity: Total Outlay, Point, Arc and Percentage Methods • Income Elasticity of Demand: Meaning, Measurement, Types, Uses • Cross Elasticity of Demand: Meaning, Measurement, Types, Uses • Advertising Elasticity of Demand: Meaning, Measurement and Uses 	20%
4.	Consumer's Behavior <ul style="list-style-type: none"> • Consumer Surplus (Ordinal Approach) • Indifference Curve: Meaning and Properties • Theory of Marginal Rate of Substitution (MRS) • Budget Line: Concept and Shift in Budget Line • Consumer's Equilibrium through Indifference Curve and Budget Line 	20%
5.	Cost and Revenue Analysis <ul style="list-style-type: none"> • Cost Concepts: Fixed Cost, Variable Cost, Total Cost, Marginal Cost and Average Cost • Short-Run and Long-Run Cost Curves • Revenue Concepts: Total Revenue, Marginal Revenue and Average Revenue • Economies and Diseconomies of Scale 	20%

Teaching-Learning Methodology	Lecture Method, Interactive Discussion, Graphical and mathematical tools, problem solving, Group activities, ICT Integration, Project Work and presentation Self Learning Encouragement, Evaluation and feedback.
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Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
End Semester Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learners will be able to	
1.	Understand basic microeconomic concepts and differentiate between micro and macroeconomics.
2.	Analyze market demand and supply and predict price movements.
3.	Interpret different types of elasticities and their managerial applications.
4.	Evaluate consumer behavior using indifference curve analysis.
5.	Define and apply cost and revenue concepts in business decisions.

Suggested References:**References:**

- Ahuja, H. L. (2017). Modern microeconomics (19th ed.). S. Chand Publishing.
- Ahuja, H. L. (2016). Principles of economics (7th ed.). S. Chand Publishing.
- Dewett, K. K. (2012). Modern economic theory (23rd ed.). S. Chand Publishing.
- Dwivedi, D. N. (2016). Business economics (2nd ed.). Vikas Publishing House.
- Dwivedi, D. N. (2019). Microeconomics for B. Com/BBA (3rd ed.). Vikas Publishing House.
- Jhingan, M. L. (2020). Microeconomic theory (8th ed.). Vrinda Publications.
- Mehta, P. L. (2010). Business economics (2nd ed.). Sultan Chand & Sons.
- Mishra, S. K., & Puri, V. K. (2016). Microeconomics (3rd ed.). Himalaya Publishing House.
- Mithani, D. M. (2011). Managerial economics (7th ed.). Himalaya Publishing House.
- Seth, M. L. (2007). Micro economic analysis (10th ed.). Lakshmi Narain Agarwal.
- Sundharam, K. P. M., & Sundharam, E. N. (2009). Elementary microeconomics (2nd ed.). S. Chand Publishing.

Digital Resources:

- **SWAYAM: Microeconomics Principles** – <https://swayam.gov.in>
- **NPTEL: Principles of Economics** – <https://nptel.ac.in>
- **Khan Academy Microeconomics** – <https://www.khanacademy.org/economics-finance-domain/microeconomics>
- **NCERT eBook: Introductory Microeconomics** – <https://ncert.nic.in>
- **YouTube: Mankiw's Microeconomics Lectures (Search online)**
- **Apps: Unacademy, Byjus – NEP-aligned Microeconomics Content**



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BOS of Economics
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College