

PROGRAM	Bachelors Of Commerce/ Bachelors Of Commerce(Hons)
SEMESTER	I
COURSE TITLE	Microeconomics
COURSE CODE	04BC0104
COURSE CREDITS	04
COURSE DURATION	48 Hrs (48 sessions of 60 minutes each)

COURSE OUTCOMES:

- Apply the basic concepts of demand and supply to explain the price and quantity equilibrium of a market.
- Compare and contrast production and cost, short run and long run, and profits and revenues.
- To Comprehend the concepts of demand and supply analysis in business applications
- To apply the understanding that economics is about the allocation of scarce resources and how that results in trade-offs.
- To understand the production and cost analysis under different stages of production.
- To comprehend the pricing and output decisions under various market structure.
- To understand and apply the various decision tools to understand the market structure.
- Use economic problem solving skills to discuss the opportunities and challenges of the increasing economy growth of the country.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

Course Contents:

Unit No	Unit / Sub Unit	Sessions
I	INTRODUCTION TO MICROECONOMICS Meaning and definition of Microeconomics, Nature and scope of Microeconomics, Difference between microeconomics and macroeconomics. Central economic problems of society.	10
II	CONSUMER BEHAVIOUR	10

	Utility analysis: Meaning of Cardinal and Ordinal utility. Cardinal Utility: Law of diminishing Marginal utility, Law of Equi-marginal Utility, Ordinal Utility: Indifference curve analysis, properties of indifference curve analysis, Marginal rate of substitution, Budget line and consumer's Equilibrium.	
III	DEMAND AND SUPPLY ANALYSIS Determinants of demand, law of demand, exceptions to law of demand. Elasticity of demand and its applications: Price elasticity, Income elasticity and cross elasticity. Concept and Law of Supply, Factors Affecting Supply	10
IV	PRODUCTION AND COST ANALYSIS Production Function: Short run and long run production functions, laws of returns, and law of returns to scale. Cost Function: classification of costs, short run and long run cost curves and their interrelationship, Planning curve and envelope curve, internal and external economics of scale, revenue curves, optimum size of the firm, factors affecting the optimum size	10
V	EQUILIBRIUM OF FIRM AND INDUSTRY Perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; group equilibrium, excess capacity, selling costs, oligopolistic behavior.	08

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	M. John Kennedy	Advanced Micro Economics	Himalaya Publication	1 st Ed, 2016
T-02	H. L. Ahuja	Principles of Economics	S. Chand Publishing house	5 th Ed, 2019
T-03	D.M. Mithani	Principles of Economics	Himalaya Publication	11 th Ed, 2018
T-04	Hubbard R. Glenn, O'Brien Anthony P.	Micro Economics	Pearson Education	5th Ed, 2017

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Lipsey, R. G., & Chrystal, K. A,	Principles of Economics	Oxford University Press, Oxford	9 th ed.
R-02	Pindyck, R. S., & Rubinfeld, D. L	Microeconomics	Pearson Education, USA.	8 th ed.
R-03	Salvatore, D.	Managerial Economics in a Global Economy	Oxford University Press.	7 th ed
R-04	D N Dwivedi	Managerial Economics,	Vikas Publishing House	4 th ed.
R-05	Case, K.E., Fair, R.C., &Oster, S.M	Principles of Microeconomics	Pearson Education Inc.	11th ed