B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)
(Grant-in-Aid)
(Affiliated to Sardar Patel University)
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June – 2026
Bachelor of Business Administration (B.B.A.) (General)
Semester – I

Course Code	UMB1MIMEM01	Title of the Course	Micro Economics for Management
Total Credits of the Course	04	Hours per week	04

Course Learning Outcomes: Having completed this course, the students will be able to	
CLO 1	Explain and analyse fundamental economic concepts, including the nature, scope, and subject matter of economics, along with micro and macroeconomic frameworks, production possibility curve, types of goods, and factors of production, to understand their application in real-world economic situations.
CLO 2	Analyse and evaluate demand and supply mechanisms, including their determinants and shifts, to determine equilibrium price and assess the impact of changes in demand and supply conditions.
CLO 3	Apply and analyse utility analysis and indifference curve approach, to determine consumer's equilibrium under budget constraints.
CLO 4	Analyse and evaluate cost and revenue concepts to support effective managerial and pricing decisions.

Course Content			
Unit No.	Description	Weightage (%)	CLO(s)
1.	Nature, Scope and Subject matter of Economics: • Robbins Definition, Growth Definition • Nature, Scope and Subject matter of Economics • Micro & Macro Economics - Concepts, Merits and Demerits • Production Function, Production Possibility Curve • Meaning and Types of Goods and Utility • Price & Value, Wealth & Welfare • Factors of Production and Factors Payments- Concept and Characteristics	25%	CLO 1

2.	Product Pricing: • Demand: Law of Demand, Determinants of Demand, Change & Shift in Demand Curve (Increase and Decrease of Demand & Expansion and Contraction of Demand) • Supply: Law of Supply, Determinants of Supply, Change & Shift in Supply Curve (Increase and Decrease of Supply & Expansion and Contraction of Supply) • Equilibrium Price determination.	25%	CLO 2
3.	Consumer Behavior: • Consumer Surplus • Properties of Indifference Curve • Marginal Rate of Substitution • Budget Line • Consumer's Equilibrium • Law of Diminishing Marginal Utility	25%	CLO 3
4.	Costs & Revenues • Cost Concepts, Total Cost, Fixed Cost, Variable Cost Average Cost & Marginal Cost, Opportunity Cost, Sunk Cost, Incremental Cost, Implicit Cost and Explicit Cost, Accounting Cost, Economic Cost • Revenue Concepts: Total Revenue, Average Revenue and Marginal Revenue, Incremental Revenue.	25%	CLO 4

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.

Internal and External Examination Evaluation

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

Notes:

- ❖ Multiple Choice Questions will be based on Bloom's Taxonomy Level 1 & 2.
- ❖ Class test and written examination questions will be based on various levels of Bloom's Taxonomy.

CLO-PLO Matrix (Course Learning Outcomes-Programme Learning Outcomes)

CLO	PLO										
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO 1	3	2	2	1	1	---	1	1	---	1	2
CLO 2	3	3	3	1	1	---	2	1	---	1	2
CLO 3	3	3	3	1	1	---	2	1	---	---	2
CLO 4	3	3	3	1	1	---	2	2	---	---	2

(Scale: 3: Strong, 2: Moderate, 1: Low, ---: No Correlation)

Suggested Learning Material Books:

Sr. No.	Title	Author(s)	Year / Edition	Publisher
1	A Textbook of Economic Theory	H. L. Ahuja	2020 / Revised Edition	S. Chand Publishing (S Chand Publishing)
2	Microeconomics for Management Students	R. H. Dholkiya & A. N. Oza	2018 / Reprint	Oxford University Press (Delhi University Library System)
3	Advanced Economic Theory	M. L. Jhingan	2016 / 12th Edition	Himalaya Publishing House
4	Principles of Economics	N. Gregory Mankiw	2021 / 9th Edition	Cengage Learning
5	Microeconomic Theory	S. K. Mishra & V. K. Puri	2019 / Latest Revised Edition	Himalaya Publishing House

Online Resources (Open Sources)

Sr. No.	Description of Resource	Web Link
1	Economics Discussion – Articles and Study Resources on Economics	https://www.economicsdiscussion.net/
2	Economics Help – Microeconomics Essays and Learning Resources	https://www.economicshelp.org/microessays/
3	Deal Hub – Factor Pricing Glossary and Business Economics Resources	https://dealhub.io/glossary/factor-pricing/