



BBA 11033: Microeconomics

Level: 1000

Number of Credits : 03

Course Description

Microeconomics is the study of the rational choice behavior of individual consumers and firms. This course covers theories and tools of microeconomics which are used to realize business surroundings, to comprehend the best possible behavior of economic agents under different market conditions.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Understand the microeconomic terminology and the economic way of thinking,
- Describe the behavior of economic agents under different market conditions,
- Reflect on microeconomic theory to explain and predict business-related phenomena.

Teaching/Learning Methods

Lectures, Tutorials, Presentations, Case Studies, Group Discussions and Workshops

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

- 1 Economic way of thinking
- 2 Demand and supply
- 3 Elasticity of demand & supply
- 4 Consumer behavior and utility maximization
- 5 Production function
- 6 Cost of production
- 7 Demand for resources
- 8 Pure competition
- 9 Pure monopoly
- 10 Monopolistic competition
- 11 Oligopoly
- 12 Game theory
- 13 Asymmetry of information

Recommended Readings

- 1 Nicholson, W., & Snyder, C. (2011). Microeconomic Theory: Basic Principles and Extensions. Nelson Education.
- 2 Varian, H. R. (2014). Intermediate Microeconomics: A Modern Approach: Ninth International Student Edition. WW Norton & Company