Department of Management Studies

Lesson Plan: BBA General				Semester :1	2024-25		
Course Name (Code) : MICROECONOMICS BBA/GNL/104				**Faculty :** Ms. Chitrakashi Hooda			
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy							
S. No.	**Lecture No**	**CO**	**Topic Description**	**Teaching Pedagogy**	**Planned**	**ce Material**	**Remarks, if any**
					2025		
1	1	1	Introduction to Economics	PPT	12-Aug	T1	
2	2	1	Definition and scope of Economics,	PPT	13-Aug	T1	
3	3	1	nature and scope of microeconomics,	PPT	14-Aug	T1	
4	4	1	Demand: law of demand and its determinants, price,	PPT+Board	19-Aug	T1	
5	5	1	cross and income elasticity of demand,	PPT+Board	20-Aug	T1	
6	6	1	law of supply and its determinants, elasticity of supply,	PPT+Board	21-Aug	T1	
7	7	1	Law of diminishing Marginal Utility Analysis, competitive equilibrium;	PPT+Board	26-Aug	T1	
8	8	1	consumer's equilibrium, utility and indifference curve approaches.	PPT+Board	2-Sep	T1	
9	9	1	Revision	PPT+Board	3-Sep	T1	
10	10	1	Test	PPT	4-Sep	T1	
11	11	3	Characteristics of various factors of production.	PPT	5-Sep	T1	
12	12	3	Determination of rent; quasi rent	PPT	9-Sep	T1	
13	13	3	optimum size of the firm	PPT	11-Sep	T1	
14	14	3	factors affecting the optimum size	PPT	12-Sep	T1	
15	15	3	location of firms	PPT	16-Sep	T1	
16	16	3	Revision		17-Sep	T1	
17	17	3	Test	PPT+Board	18-Sep	T1	
18	18	2	Basic Cost Concepts, Total Cost, Fixed Cost,	PPT+Board	19-Sep	T1	
19	19	2	Variable Cost Average Cost & Marginal Cost	PPT+Board	23-Sep	T1	
20	20	2	Explicit Cost and Implicit Cost,	PPT+Board	24-Sep	T1	
21	21	2	Short run and long run production functions,	PPT+Board	25-Sep	T1	
22	22	2	laws of returns	PPT+Board	26-Sep	T1	
23	23	2	laws of returns	PPT+Board	30-Sep	T1	
24	24	2	optimal input combination; classification of costs;	PPT+Board	1-Oct	T1	
25	25	2	short run and long run lost curves and their interrelationship	PPT+Board	3-Oct	T1	
26	26	2	internal and external economies of scale	PPT	7-Oct	T1	
27	27	2	Revision		8-Oct	T1	
28	28	2	Test	PPT+Board	9-Oct	T1	
29	29	4	Equilibrium of the firm and industry,	PPT+Board	14-Oct	T1	
30	30	4	perfect competition	PPT+Board	24-Oct	T1	
31	31	4	monopoly,	PPT+Board	28-Oct	T1	
32	32	4	monopolistic competition	PPT+Board	29-Oct	T1	

33	33	4	discriminating monopoly, aspects of non-price competition	PPT+Board	30-Oct	T1	
34	34	4	oligopolistic behavior.	PPT+Board	31-Oct	T1	
35	35	4	Revision	PPT	4-Nov	T1	
36	36	4	Test		6-Nov	T1	
37	37	4	Revision	PPT	7-Nov	T1	
38	38	1	Revision	PPT	11-Nov	T1	
39	39	2	Revision	PPT	12-Nov	T1	
40	40	3	Revision	PPT	13-Nov	T1	
41	41	4	Revision	PPT	14-Nov	T1	

CO	CO STATEMENT
1	Understand the basic concept and theories of microeconomics.
2	Develop a critical understanding of the implications of production and cost
3	Understand various market structures and factor pricing.
4	Acquire necessary skills to analyze certain economic aspects to understand basic business activities.

SUGGESTED READINGS:

1. Salvatore, D., Microeconomic Theory. McGraw Hill, New Delhi.
2. N. Dwivedi, Managerial Economics. Vikas Publishing House, Haryana.
3. Mark Hirschey, Managerial Economics. Thomson, South Western, New Delhi.
4. R H Dholkia and A.N. Oza, Microeconomics for Management Students. Oxford University Press, Ne
5. N. Gregory Mankiw, Economics: Principles and Applications.Cengage Learning Private Limited, Ind
6. P.L. Mehta, Managerial Economics. Sultan Chand, New Delhi

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