

OBE based Teaching Lesson Plan 2019-20

Program: BBA (REGULAR)

Course Name: MICRO ECONOMICS

Course Code: - M1 15 AR 103

Semester: I

Lecture hours: 60

Faculty in-charge: MS.SANJANA.S.I

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Describe the impact of micro and macroeconomics in economic growth	T2
CO2.	Evaluate the laws relating to consumer behaviour in the context of Law of demand and production.	T4
CO3.	Select demand forecasting technique and Pricing Option.	T2
CO4.	Compare and contrast Law of Variable Proportions and Law of Returns of Scale.	T4
CO5.	Assess the different types of costs and the relationship between short curves and long curves.	T5
CO6.	Show the Pricing under Perfect and imperfect competitions.	T4

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	Level
Module 1: Introduction to economics Concept of managerial economics, difference between managerial economics and economics, nature and scope of managerial economics Difference between: a) micro and macro economics b) plant , firm and industry c)economic growth and development Concept of equilibrium	CO1	06	Meaning of micro and macro economics to be read	Lecture through Power point presentation and discussions	Assessment through Q&A, class test	T2
Module 2: Consumer demand Concept of demand ,law of demand ,approaches to demand –cardinal and ordinal; determinants of demand, properties of demand curve ,types of demand curves Elasticity of demand –price ,income and cross elasticity ; degrees and	CO2	10	Video link to be watched for basic concepts	Lecture, graphical representations and illustrations, numerical problems to be solved for elasticity of demand	Q&A, assessing the application of law of demand	T4

measurement of elasticity of demand curves, Shift in demand curves						
Module 3: Demand forecasting and pricing Concept of demand forecasting, factors involved in demand forecasting ,purposes of forecasting- short term and long term ; methods of demand forecasting Concept of pricing, factors affecting pricing policy, objectives of pricing policy , methods of pricing policy - cost oriented and competition oriented	CO3	10	Factors influencing pricing have to be identified	Lecture, graphical illustrations	Class test, on the spot presentation on the topics given	T2
Module 4: Production analysis Concept of production function, law of variable proportions , law of diminishing marginal utility ,stages of production Production with one and two variable inputs , law of returns to scale – constant, increasing , decreasing ,	CO4	06	Concept of production function to be read	Lecture using Power point and graphical presentation of law	Q&A, Class test	T4

concept of isoquants and expansion path, short and long run production function; measurement of TP,AP and MP, production curves						
Module 5: Cost analysis Concept of cost function, types of cost, measurement of TC,AC and MC, cost curves Cost-output relationship in short run and long run	CO5	08	Handout of Cost concepts to be read	Lecture using PPT and graphs	Q&A, assessing graphical representations of cost curves	T5
Module 6: Market competition Concept of revenue function, measurement of TR,AR and MR, revenue curves- short run and long run Theory of firm ; Perfect competition- assumptions, determination of price, output and equilibrium of firm and industry Imperfect competition : a)monopoly : assumptions , determination of price ,output and equilibrium , advantages and	CO6	20	Video link shared regarding basic market structure should be watched	Lecture, graphical representations, illustrations and case studies	Assessment of price and output determination using graphs, Q&A	T4

disadvantages of monopoly b) monopolistic competition :assumptions , determination of price, output and equilibrium c) concepts of monopsony and oligopoly						
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Continuous Internal Assessment

- Power point presentation in class on the given topic.
- Case study analysis
- Class test

Books for Reference:

- D. M. Mithani: Business Economics.
- Dr. P. N. Reddy & H. R. Appanaiah: Essentials of Business Economics.
- H. Craig Petersen & W. Cris Lewis: Managerial Economics, PHI.
- Joel Dean: Managerial Economics.
- K. Dewett: Economic Theory.
- M. L. Seth: Test Book of Economic Theory.
- Mote V. L. Peul. S & G. S. Gupta: Managerial Economics, TMH.
- Petersen & Lewis: Managerial Economics.
- Sankaran: Business Economics.
- Varsheney & Maheswari: Managerial Economics.