



Yogoda Satsanga Mahavidyalaya

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: ysmranchi4@gmail.com

(NAAC Accredited, Grade: B++, CGPA: 2.89)

COURSE PLAN

NAME OF THE DEPARTMENT : Business Administration

NAME OF THE FACULTY : Dr. Rajni Singh

ACADEMIC SESSION : 2023-24

YEAR : 2024

PROGRAMME : BBA

SEMESTER : 01

COURSE TYPE : Theory

COURSE NAME : Micro Economics

COURSE CODE : GE 1A

TOTAL CREDIT : 06



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PROGRAMME OUTCOMES (POs):

PO1: Demonstrate knowledge and understanding of the management principles in the situations pertaining to global business world

PO2: Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management

PO3: Assess the impact of internal and external environmental factors on business.

PO4: Demonstrate leadership skills in multidisciplinary settings, while exhibiting sensitivity towards a sustainable environment

PO5: Exhibit effectual communication skills that augment efficacy of managers

PO6: Develop critical thinking, analytical and problem-solving skills

PROGRAMME SPECIFIC OUTCOMES (PSOs):

PSO1: Prepare students to develop critical thinking to carry out investigation about various socio-economic issues objectively while bridging the gap between theory and practice.

PSO2: Equip the student with skills to analyses problems, formulate a hypothesis, evaluate and validate results and draw reasonable conclusions thereof

PSO3: Prepare students to develop own thinking /opinion regarding current national or international policies and issues

COURSE OUTCOMES (COs):

CO1: Understand the factors influencing consumer decision-making and apply this knowledge to develop effective marketing strategies.

CO2: Comprehend the principles of production theory and cost analysis to optimize production processes and maximize profitability in business operations.

CO3: Grasp the concepts of Perfect competition market structure, including its characteristics, equilibrium conditions, and Price, Output decisions.

CO4: Understand the characteristics, behavior, and economic implications of Monopoly market structures, including pricing strategies.

CO5: Understand imperfect competition's dynamics, focusing on Monopolistic & Oligopoly.

COURSE TEACHING AND LEARNING ACTIVITIES



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A. PEDAGOGY

- i. Whiteboard
- ii. PPT/ICT
- iii. Explanations
- iv. Group activities

A. COURSE COMPLETION PLAN

UNIT	NO. OF LECTURES		TEST	QUIZ	ASSIGNMENT
	THEORY	PRACTICAL/ TUTORIAL			
1	15	3			
2	15	3			
3	15	2			
4	15	4			
5	15	3			

A. COURSE DELIVERY PLAN:

UNIT	TOPIC/SUBTOPIC	LECTURES REQUIRED	CO ADDRESSE D	ASSIGNMENT/TEST/QUIZ
1	Concept of Marginal and Average Revenue	3	CO1	
	Elasticity of demand	3	CO1	
	Consumer's Behavior	3	CO1	
	Indifference Curve Analysis	3	CO1	
	Price, income and substitution effect	3	CO1	
2	Production Isoquants	2	CO2	
	MRTS	2	CO2	
	Economic Region of Production	2	CO2	
	The Expansion Path	2	CO2	
	Isoclines	2	CO2	
	Cost of Production	3	CO2	



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	Economies and diseconomies of scale	2	CO2	
3	Perfect Competition	3	CO3	
	Equilibrium of the firm and industry in short run and long run	6	CO3	
	Industry's long supply curve	3	CO3	
	Measuring producer surplus	3	CO3	
4	Monopoly	3	CO4	
	Monopoly short run and long run equilibrium	6	CO4	
	Shifts in demand curve and absence of supply curve	3	CO4	
	Measurement of monopoly power	3	CO4	
5	Imperfect Competition	3	CO5	
	Monopolistic Competition Price and output decision-equilibrium	6	CO5	
	Economic efficiency	3	CO5	
	Oligopoly and kinked demand curve	3	CO5	



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B. COURSE OUTCOME ASSESSMENT PLAN

a. DIRECT ASSESSMENT

(Please tick the appropriate column)

COURSE OUTCOME	ASSESSMENT				REMARKS
	QUIZ	TEST	MID SEMESTER	END SEMESTER	
CO1				✓	
CO2				✓	
CO3				✓	
CO4				✓	
CO5				✓	



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C. SUGGESTED READINGS

a. TEXT BOOKS –

- Mankiw, N. G.; Principles of Microeconomics. Cengage Learning.
- Pindyck, R. S., Rubinfeld, D. L., & Mehta, P. L. ; Microeconomics. Pearson Education.
- McConnell, C., Brue, S., & Flynn, S. ; Microeconomics: Principles, Problems, & Policies. McGraw-Hill Series in Economics.

b. REFERENCE BOOKS –

- The Heritage Foundation. ; How Economies Can Be Organized: An Overview of Economic Systems.
- The Heritage Foundation. (2013). Index of Economic Freedom.
- Pareek, U. ; Understanding Organizational Behaviour. Pearson.
- Landsburg, S. E. (2012). The Armchair Economist: Economics and Everyday Life. New York: The Free Press. Specifically, Section IV: How Markets Work.

c. VIDEO RESOURCE –

- <https://www.investopedia.com/terms/m/microeconomics.asp>
- <https://study.com/learn/lesson/what-is-microeconomics-topics-terms.html>

d. WEB RESOURCES -

- <https://www.edx.org/learn/microeconomics>
- <http://www2.harpercollege.edu/mhealy/micflipped/onlineresources.html>
- <https://www.coursera.org/learn/microeconomics>
- <https://www.coursera.org/courses?query=microeconomics>
- <https://ysmranchi-opac.kohacloud.in/pages.pl?p=dspace>

e. E-RESOURCES:

- Inlibnet
- National Digital Library of India