



Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BBA 11033: Microeconomics

Level: 1000

Number of Credits : 03

Course Description

Microeconomics explains the basic microeconomic theories and models. This course covers basic theories and concepts of microeconomics that can be applied to businesses and comprehend the behavior of economic agents under different market conditions.

Intended Learning Outcomes

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

- Explain the microeconomic concepts and theories,
- Describe consumer and producer behavior based on consumer and producer theory,
- Evaluate the behavior of firms under different market structures,
- Assess the nature of economic interaction under asymmetric information,
- Apply microeconomic theories and models to explain the behavior of economic agents.

Teaching/Learning Methods

Lectures, tutorials, presentations, Seminar, workshop and group discussions

Methods of Assessment

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

Course Contents

1. Introduction to Economics
2. Demand, supply and elasticity
3. Consumer theory
4. Producer theory – Production function
5. Producer theory – Production cost
6. Demand for resources
7. Pure competition
8. Monopoly
9. Monopolistic competition
10. Oligopoly
11. Game theory and strategic play
12. Information asymmetry
13. Social economics and the environment

Recommended Readings

1. Nicholson, W. & Snyder, C. *Intermediate Microeconomics and Its Application*. Cengage Learning/The latest Edition
2. McConnell, C. R., Brue, S.L., & Flynn, S.M. *Economics: Principles, Problems, & Policies*. McGraw-Hill Education/The latest Edition.
3. Acemoglu, D., Laibson, D., & List, J. *Economics*. Pearson/The latest Edition