



## Faculty of Management and Finance

## Bachelor of Business Administration Honours in Business Management Degree Programme

## Course Unit Information Sheet

Course Code		BBA 11033			
Course Name		Microeconomics			
Semester		1000 Level Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 Hours	–	105 Hours	
<b>Course Description</b> 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 Upon completion of this course unit, the students will be able to,			PLO Alignment		
1. Explain the microeconomic concepts and theories.			1,16		
2. Describe consumer and producer behavior based on consumer and producer theory.			1,16		
3. Evaluate the behavior of firms under different market structures.			5,8,9,21,22		
4. Assess the nature of economic interaction under asymmetric information.			5,8,19,21,22		
5. Apply microeconomic theories and models to explain the behavior of economic agents.			5,6,9,20		
Course Content			Hours	ILOs	
1. Introduction to economics			2	1	
2. Demand, supply, and elasticity			6	1, 5	
3. Consumer theory			6	1, 2	
4. Producer theory – production function			4	1, 2, 5	
5. Producer theory – production cost			4	1, 2, 5	
6. Demand for resources			2	1, 5	
7. Pure competition			3	1, 3, 5	
8. Monopoly			3	1, 3, 5	
9. Monopolistic competition			4	1, 3, 5	
10. Oligopoly			3	1, 3, 5	
11. Game theory and strategic play			3	1, 5	
12. Information asymmetry			2	1, 4, 5	

13. Social economics and the environment		3	1,5
<b>Teaching Methods</b>			
Lectures, tutorials, presentations, Seminar, workshop, and group discussions			
<b>Assessment Methods</b>			
In-course Assessments 30 %	Final Examination	70 %	Total 100%
<b>Recommended Readings</b>			
1. Nicholson, W. & Snyder, C. <i>Intermediate Microeconomics, and Its Application</i> . Cengage Learning. / The latest Edition 2. McConnell, C. R., Brue, S.L., & Flynn, S.M. <i>Economics: Principles, Problems, &amp; Policies</i> . McGraw-Hill Education. / The latest Edition 3. Acemoglu, D., Laibson, D., & List. J. <i>Economics</i> . Pearson. / The latest Edition			