



Faculty of Management and Finance
Bachelor of Business Administration Honours in Human Resource 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	
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 behaviour of economic agents under different market conditions.					
Intended Learning Outcomes				PLO Alignment	
At the end of the course unit, the student shall be able to,					
1. Explain the microeconomic concepts and theories.				1,16	
2. Describe consumer and producer behaviour based on consumer and producer theory.				1,16	
3. Evaluate the behaviour 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 behaviour 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
Teaching Methods		
Lectures, Tutorials, Presentations, Seminars, Workshops, and Group discussions.		
Assessment Methods		
In-course Assessments 30 %	Final Examination 70 %	Total: 100%
Recommended Reading		
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, & Policies</i> . McGraw-Hill Education. The latest edition. 3. Acemoglu, D., Laibson, D., & List. J. <i>Economics</i> . Pearson. The latest edition.		