

Programme	BBA	Course Code	BBA-314	Credit Hours	3
Course Title	Microeconomics				
Course Introduction					
<p>This course has been introduced to inculcate the students basic Islamic Ideology through the learning of Holy Quran, its principles and translations of Arabic text so that students can easily understand the basic message provided by the Almighty Allah through His beloved Messenger Hazrat Muhammad (peace be upon him). Interpretation of selected Suras and Ayats will enable students to comprehend the wrong and rights, dealings with other and obedience of Allah.</p>					
Learning Outcomes					
<p>Upon successful completion of the course, students will be able:</p> <ol style="list-style-type: none"> 1. To interpret, apply and relate economic principles to current economic issues 2. Explain and predict how supply and demand concept will affect prices in market economies 3. Distinguish between the economic outcomes associated with perfect competition, monopolistic competition, oligopoly and monopoly 					
Contents	<p>Unit-1 Basic Economic Concepts</p> <ol style="list-style-type: none"> 1.1 What is Microeconomic about? 1.2 The scope and role of microeconomics? 1.3 Normative and positive analysis 1.4 Key assumptions underpinning standard microeconomic models - Scarcity, trade-offs, sunk costs and opportunity costs <p>Unit-2 Utility theory</p> <ol style="list-style-type: none"> 2.1 Law of diminishing marginal utility 2.2 Law of equi-marginal utility <p>Unit-3 Demand and Supply</p> <ol style="list-style-type: none"> 3.1 Demand determinants of demand, law of demand, shifts and shift factors in demand 3.2 Law of supply; shifts & shift factors in supply. 3.3 Market equilibrium-surplus and shortage conditions 3.4 Elasticity of Demand and Supply <ol style="list-style-type: none"> 3.4.1 Elasticity of demand, Price, income and cross elasticity, Point and Arc Elasticity 3.4.2 Measurement of elasticity of demand: Percentage, graphic and Total Outlay methods 3.4.3 Elasticity of supply, Measurement & Determinants of elasticity of supply. <p>Unit- 4 Production and Cost</p> <ol style="list-style-type: none"> 4.1 Law of Variable Proportions 4.2 Traditional theory of costs, average, marginal and total costs 4.3 Long run average cost <p>Unit-5 Markets, Efficiency and Welfare</p>				

	<p>5.1 Perfect competition: Price and output determination in the short and long run</p> <p>5.2 Monopoly: Price and output determination in the short and long run, Price discrimination</p> <p>5.3 Monopolistic Competition: Price and output determination in the short and long run</p> <p>5.4 Economics of public sectors</p> <p>5.5 Economic of labor markets</p> <p>5.6 Consumer Surplus and Producer Surplus</p> <p>5.7 Economic efficiency and deadweight loss</p> <p>5.8 The impact of: price ceilings; price floors; and government taxes and subsidies</p> <p>Unit-6 Analysis of Competitive Markets</p> <p>6.1 The costs of production in the short run and the long run</p> <p>6.2 Profit and entry and exit in a perfectly competitive market</p> <p>6.3 The “Invisible Hand” – perfect competition leads to economic efficiency</p> <p>6.4 Market Power: Monopoly and Monopsony</p> <p>6.5 Pricing with Market Power</p> <p>6.6 Monopolistic Competition and Oligopoly</p> <p>Unit-7 Markets and the role of Government</p> <p>7.1 The economic bases for government intervention: public goods, externalities</p> <p>7.2 The welfare implications of different market structures</p> <p>7.3 Asymmetric information & game theory</p> <p>7.4 Market failure vs. government failure</p>
Teaching & Learning Strategies	A combination of lecturing, computer lab, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
Assignments	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Textbooks and Reading Material	<p>Gans, J., King, S., Byford, M., & Mankiw, N. G. (2018). <i>Principles of Microeconomics: Australia and New Zealand Edition</i>. Cengage</p> <p>McConnell, C. R., Brue, S. L., & Flynn, S. M. (2018). <i>Economics: principles, problems, and policies</i> (21th ed.). McGraw-Hill.</p> <p>Pindyck, R. S., Rubinfeld, D. L. (2017) <i>Microeconomics</i> (8th ed.). Prentice Hall.</p> <p>Varian, H. R. (2014). <i>Intermediate microeconomics: A modern approach</i>. WW Norton & Company.</p>