



DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –I (Minor) Credit -4
Micro Economics for Management

Sr No.	Unit	Writers Name and Contact No.
1	Introduction to Micro Economics <ul style="list-style-type: none">• Introduction• Nature• Concept• Meaning And Definition• Importance• Difference between Micro and Macro Economics• Laws of Economics• Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.)	
2	Consumer Behaviour <ul style="list-style-type: none">• Introduction• Nature• Concept• Meaning And Definition• Importance• Cardinal Utility Analysis• Ordinal Utility analysis• Law of Equi Marginal Utility Analysis• Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.)	
3	Demand Analysis <ul style="list-style-type: none">• Introduction• Nature• Concept• Meaning And Definition• Importance• Types of Demand• Determinants of Demand	

	<ul style="list-style-type: none"> • Law of Demand • Demand Schedule • Demand Curves • Demand Function • Demand Curve Shifts <p>Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.)</p>	
4	<p>Supply Analysis</p> <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • Types of Supply • Determinants of Supply • Law of Supply • What is Supply Schedule? • What is Supply Curve? • Supply Curve Shifts <p>Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.)</p>	
5	<p>Elasticity of Demand & Supply</p> <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • Elasticity of Demand • Price Elasticity of Demand • Types of Price Elasticity of Demand • Factors Affecting Price Elasticity of Demand • Importance of Price Elasticity of Demand • Income Elasticity of Demand • Cross Elasticity of Demand • Elasticity of Supply • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
6	<p>Consumer Demand Analysis</p> <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • Utility in Economics • Consumer Demand 	

	<ul style="list-style-type: none"> • Law of Diminishing Marginal Utility • Indifference Curve • Demand Forecasting • Methods of Demand Forecasting • Criteria for Good Demand Forecasting • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
7	<p>Concepts of Cost and Revenue</p> <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • Types of Cost • Types of revenue • Difference Between Cost and revenue • Economies of Scale and Diseconomies of Scale • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
8	<p>Firms in Competitive Markets</p> <ul style="list-style-type: none"> • <u>Perfect Competition</u> • Introduction • Nature • Concept • Meaning And Definition • Importance • Types of Perfect Competition • <u>Oligopoly</u> • Introduction • Nature • Concept • Meaning And Definition • Importance • Types of Oligopoly • <u>Monopoly</u> • Introduction • Nature • Concept • Meaning And Definition • Importance • Types of Monopoly 	

	<ul style="list-style-type: none"> • <u>Duopoly</u> • Introduction • Nature • Concept • Meaning And Definition • Importance • Types of Duopoly • <u>Monopolistic Competition</u> • Introduction • Nature • Concept • Meaning And Definition • Importance • Types of Monopolistic Competition <p>Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.)</p>	
9	<p>Monetary and Fiscal Policy</p> <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • Tools of Monetary policy • Fiscal Policy • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
10	<p>Inflation</p> <ul style="list-style-type: none"> • Introduction • Meaning, Concept • Importance • Types of Inflation • Causes and its impact • Economic Development and Inflation • Exercise (MCQ, F/B, True or false , Long Question, Short question, Short notes etc.) 	
11	<p>Balance of Payments</p> <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • Balance of payments account • Meaning and components 	

	<ul style="list-style-type: none"> • Balance of payments – Surplus and Deficit • Foreign exchange rate – meaning of fixed and flexible rates and managed floating. • Determination of exchange rate in a free market • Merits and demerits of flexible and fixed exchange rate. • Floating exchange rate system • Exercise (MCQ, F/B, True or false , Long Question, Short question, Short notes etc.) 	
12	Money and Banking <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • functions, supply of money • Currency held by the public and net demand deposits held by commercial banks. • Money creation by the commercial banking system. • Central bank and its functions • Reserve Bank of India • Bank of issue, Government Bank, Banker’s Bank, Control of Credit through Bank Rate • Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR), Repo Rate and Reverse Repo Rate, Open Market Operations, Margin requirement • Exercise (MCQ, F/B, True or false , Long Question, Short question, Short notes etc.) 	
13	National Income <ul style="list-style-type: none"> • Introduction • Nature • Concept • Meaning And Definition • Importance • Measurement Problems of National Income: • Total Output, National Product, National Income and National Expenditure • GDP,GNP,NNP Concept • Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) 	
14	Welfare Economics <ul style="list-style-type: none"> • Introduction • Nature • Concept 	

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| | <ul style="list-style-type: none">• Meaning And Definition• Importance• Theory of welfare Economics• Assumptions• Criticism• Exercise (MCQ, F/B, True or false, Long Question, Short question, Short notes etc.) | |
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