

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course**

Course Number & Title: <b>BM501H &amp; Microeconomics</b>	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Compulsory	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Odd	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
<p>Preamble / Objectives (Optional):</p> <p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ..... )</p> <p>The fundamentals of managerial economics, laws of demand and supply, elasticity, market equilibrium, consumer and producer surplus, price controls, taxes; Understanding consumers: laws of diminishing marginal and equi-marginal utility, indifference curves and budget constraint, optimizing conditions, substitution and income effects; Cost, pricing, and production: Pricing, scale, and scope, strategy and game theory, normal and extensive form games, NE and SPE; Pricing and market power: perfect competition, monopoly, oligopoly, monopolistic competition, price discrimination, market power      risk and uncertainty, incentives and information, regulations and public policy.</p>	
<p>Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".</p> <p>Texts: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)</p>	
1.	R.B. McKenzie and D.R. Lee, <i>Microeconomics for MBA: The Economic Way of Thinking for Managers</i> , 3 <sup>rd</sup> Edition, Cambridge University Press, 2016.
2.	M.R. Baye and J.T. Prince, <i>Managerial Economics and Business Strategy</i> , 10 <sup>th</sup> Edition, McGraw Hill, 2022.
3.	
<p>References: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)</p>	
1.	
2.	

<b>Detailed Course Content (Optional)</b> <b>It will not be included in the Courses of Study Booklet</b>		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
Total Number of Lectures =		