

## SUBJECT - MANAGERIAL ECONOMICS

Sem	Programme	Subject Code	Category	Lecture		Theory		Practical	Credits
I	M.Com	21CPCO1B	Core	6 hrs/w week	Total 90 hrs.	6 hrs/w week	Total 90 hrs.	-	5

### COURSE OBJECTIVES:

To provide an in-depth knowledge about the Managerial Economics which help the students to analyse the business decisions in management.

### COURSE OUTCOMES:

On the successful completion of the course, students will be able.,

CO Number	CO Statement	Knowledge Level (K1 – K5)
CO1	To introduce the various knowledge about concepts in Managerial Economics used in many business.	K3
CO2	To acquire the knowledge about the concepts of consumer equilibrium.	K3
CO3	To analyse the various concepts of production function.	K3
CO4	To understand the knowledge about market situations in different markets.	K4
CO5	Acquires knowledge on various pricing decisions in Business.	K4

**Knowledge Level (KL):**K1-Remember; K2-Understand; K3-Apply; K4-Analyse

### Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	S	M	S
CO2	S	M	S	S	M	S
CO3	M	S	M	S	M	M
CO4	S	S	S	S	M	S
CO5	M	M	S	S	M	M

S-Strong; M-Medium; L-Low

**Unit-I Managerial Economics and Law of Demand****18 Hours**

Nature and Scope of Managerial Economics – Concept of Profit and Wealth Maximization – Law of Diminishing Marginal Utility – Critical Evaluation - Law of Demand – Determinants – Types - Exceptions – Elasticity of Demand – factors – Types & Importance of the Study of Elasticity of Demand.

**Unit-II Indifference Curve Analysis****18 Hours**

Utility Analysis- Ordinal and Cardinal Approach- Criticism of Utility Analysis- Approach to Indifference Curve Analysis- Properties of Indifference Curve- Indifference Map- Marginal Rate of Substitution (MRS)- Budget Line and Consumer's Equilibrium- Hicks- Allen Method- Slutsky Method- Importance- Criticism of Indifference Curve Analysis.

**Unit-III Production and Cost Concepts****18 Hours**

Cost Concepts – Cost Classifications- Cost Control- Techniques of Cost Control- Cost Reduction- Laws of Returns- Law of Variable Proportion - Least Cost Combination of Production Function- Revenue Concept and its Types.

**Unit-IV Market Structure****18 Hours**

Market Classifications- Price and Output Determination in Different Markets situations- Perfect Competition, Monopolistic Competition, Monopoly, Price Discrimination and Oligopoly.

**Unit-V Pricing Strategies and Methods****18 Hours**

Pricing Policy- Objectives- Factors- Pricing Methods: Product Line Pricing- Pricing a New Product- Life Cycle of a Product- Resale Price Maintenance- Export Pricing- Dual Pricing.

**TEACHING PEDAGOGY**

The course is covered by adopting Lecture method, Seminar presentation by either group or by individual, Self-study and through Power Point presentation.

**REFERENCE BOOKS:**

<b>S.No.</b>	<b>Book</b>	<b>Author</b>	<b>Publications</b>	<b>Year of Edition</b>
1.	Managerial Economics	H.L. Ahuja	S. Chand & Company Ltd	3 <sup>rd</sup> Revised Edition 2009.
2.	Managerial Economics	S. Sankaran	Margham Publications	5 <sup>th</sup> Edition 2007.
3.	Managerial Economics	P.L. Mehta	Sultan chand& sons	15 <sup>th</sup> Edition 2009.
4.	Managerial Economics	Dr. D. M. Milhani	Himalaya Publishing house	5 <sup>th</sup> Edition 2009.
5.	Managerial Economics	Joel Deam	PHI Learning private limited New Delhi	1 <sup>st</sup> Edition 2010.
6.	Managerial Economics 6	P. N. Chopra	Kalyani publis house	5 <sup>th</sup> Edition 2011.
7.	Managerial Economics 7	GeetikaPiyali Ghosh purba Roy choudhury	Tata MC Graw Hill Education private limited	2 <sup>nd</sup> Edition 2010.