

Master of Business Administration
MBA Semester I
Core Course

103: Managerial Economics

Marks: 100

Duration: 60 Hrs.

CREDITS: 4

Objective: The objective of this course is to make the students conversant with such basic concepts and tools of economic analysis, which have an important bearing on managerial decision-making, which would enable the students to understand the economic forces governing industry and business.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Understand the basic concepts and tools of economic analysis for managerial decision making

CO2: Analyze the demand function in order to make forecasting of demand more effective for business

CO3: Understand the market structures and design pricing policies accordingly

CO4: Analyze and evaluate various factors of economy and apply the knowledge acquired in the social and business circle

Contents:

UNIT	Content	Hours
I	Economic Background to Management: Economics as discipline, the economic problem, the circular flow of economic activities, functions of an economic system. The business firm and its objectives.	11
II	Managerial Economics: Nature & Scope of Managerial Economics, Five Fundamental Concepts in decision making: Incrementalism, Marginalism, The Equimarginal Principle, The Time Perspective, The Discounting Principle, The Opportunity Cost.	10
III	Demand Analysis: Types & Determinants of Demand, Law of Demand, The Elasticity of Demand, Elasticity of Demand, Demand Forecasting; Approaches to Forecasting, Forecasting Methods.	11
IV	Production & Cost Analysis: Cost concept, nature, types and managerial uses of cost, Determinants of Costs, Production function, Break-even analysis.	10
V	Price Analysis: Pricing, Methods & Strategies of Pricing, Price Discrimination, Psychological Aspects of Pricing. Price determination in Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.	10
	Small group learning exercise involving discussion, case studies role-	8

	play, presentations by students	
	TOTAL	60

Readings (Unit Wise)

Unit-I

1. Maheshwari.Y (2005), Managerial Economics,Prentice-Hall of India Pvt.Ltd; 2nd edition.
2. ShagaNarayanabharathiArjun Kumar &Gaddam Jimmy Corton (2020),Managerial Economics: An Ideal Text Book for MBA Students as per CBCS Syllabus,
3. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). Managerial Economics (3rd ed.).McGraw Hill Education.

Unit-II

1. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). Managerial Economics (3rd ed.).McGraw Hill Education.
2. Paul, K., Philip, K. Y., Steve, E., Dickinson, C., & Banerjee S. (2017). Managerial Economics (7th ed.). Pearson.

Unit-III

1. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). Managerial Economics (3rd ed.).McGraw Hill Education.
2. Paul, K., Philip, K. Y., Steve, E., Dickinson, C., & Banerjee S. (2017). Managerial Economics (7th ed.). Pearson.

Unit-IV

1. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). Managerial Economics (3rd ed.).McGraw Hill Education.
2. Paul, K., Philip, K. Y., Steve, E., Dickinson, C., & Banerjee S. (2017). Managerial Economics (7th ed.). Pearson.

Unit-V

1. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). Managerial Economics (3rd ed.).McGraw Hill Education.
2. Paul, K., Philip, K. Y., Steve, E., Dickinson, C., & Banerjee S. (2017). Managerial Economics (7th ed.). Pearson.

Additional Readings

1. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield E. (2009). Managerial Economics: Theory, Applications and Cases (7th ed.). W. W. Norton & Company.
2. Bernheim, B. D., Winston, M., & Sen, A. (2008). Microeconomics. McGraw Hill Education.
3. Hirschey, M. (2009). Managerial Economics: An Integrative Approach. Cengage Learning.
4. Koutsoyiannis, A. (2008). Modern Microeconomics (2nd ed.). Palgrave, McMillan.

5. Mark, H. (2009). Fundamentals of Managerial Economics (9th ed.). Cengage Learning.
6. Salvatore, D. (2016). Managerial Economics (8th ed.). Oxford University Press.
7. Thomas C. R., & Maurice, S.C. (2010). Managerial Economics: Foundations of Business Analysis and Strategy (10th ed.). McGraw Hill Education.
8. Varian, H. R. (2010). Intermediate Microeconomics (8th ed.). East-West Press Pvt. Ltd

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

Teaching Plan:

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

Facilitating the achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to learn the background of economics and its application in management	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test
II	Ability to understand the nature scope and concepts of managerial economics and its importance in business world	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test
III	Ability to learn the law of demand and its determinants and demand forecasting techniques.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test
IV	Ability to understand the concept of production and various techniques used for cost analysis.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test
V	Upon the course completion, the student will be able to know how to use various techniques of smart pricing (price discrimination, tying, bundling, etc.)	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test