

Branch Name:	M.Com
Program Code:	CM01
Course Name:	Managerial Economics
Course Code:	3CM2010202
Pre-requisite Course:	Basic knowledge fundamental concept of Economics and Micro Economics.

Course Objectives:

1. Develop and understanding of the applications of managerial economics.
2. To increase students understanding of Economic way of thinking and analysing to business decision making problems.
3. To make students understand the rigors of various Economic models and their applications in business decisions.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	--	-	4	50	50	-	-	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Introduction: Nature and Scope of Managerial Economics, relationship with economic theory, decision sciences, and functional areas of business. Theory of the Firm: Reasons for existence of the firms & their functions, the objective and value of the firm, constraints on the operation of the firms, limitations of the theory of the firm. Nature & Functions of Profits: Business vs. Economic Profits, Theories of Profit, Functions of profit. Tools of Analysis: Marginal Analysis, Optimization, Decision and Game Theory. The International Framework of Managerial Economics.	15	25%
2	Production Analysis: Factors of Production, Theory of Production, returns to a Variable Factor, Production Function with two Variable Inputs, Optimum Factor Combination, Cost Analysis, Break Even Analysis, Supply and its Elasticity	15	25%
3	Market Structure: Perfect competition, monopoly, and monopolistic competition. Oligopoly and Strategic Behaviour: Oligopoly & market concentration, Oligopoly Models, and Strategic Behaviour and Game Theory. Price and Output relationship under different market structures.	15	25%
4	Pricing Practices: Pricing Theories. Pricing of multiple products. Price discrimination. International price discrimination & Dumping. Transfer Pricing in Practice.	15	25%

Text Books:

1. Managerial Economics: G.S. Gupta Tata McGraw Hill, Delhi.
2. Managerial Economics: B.S. SHAH Prakashan

Reference Books:

1. Chopra, O.P: Managerial Economics, Tata McGraw Hill, Delhi.
2. Dean, Joel: Managerial Economics, Prentice Hill, Delhi.
3. Dholakia, R.H. and A. L. Oza: Micro Economics for management students, Oxford Uni. press, Delhi.
4. Gough, J. and S. Hills: Fundamentals of Managerial Economics Analysis and Cases, Prentice Hall India, Delhi.
5. Petersen, H. Craig and W. Cris Lewis: Managerial Economics, Prentice Hall, Delhi.
6. Varian, H.R: International microeconomics: A Modern approach, East West Press, New Delhi

List of Open-Source Software/learning website:

1. <https://www.youtube.com/watch?v=vLPpF0hunwc>
2. <https://www.youtube.com/watch?v=N7cQirBto2k>

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the nature, scope, and fundamental concepts of managerial economics and its relationship with economic theory and business decision-making.	2 Understanding
CLO2	Analyze the theory of the firm, objectives, constraints, and various theories and functions of profit.	4 Analyzing
CLO3	Apply analytical tools such as marginal analysis, optimization, and game theory in managerial decision-making.	3. Applying
CLO4	Analyze production and cost functions, including factor combinations, break-even analysis, and supply elasticity.	4 Analyzing
CLO5	Evaluate pricing and output decisions under different market structures including perfect competition, monopoly, monopolistic competition, and oligopoly.	5 Evaluating
CLO6	Analyze pricing strategies such as price discrimination, transfer pricing, and international pricing in real business scenarios.	4 Analyzing

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes (CLOs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CLO1	H		M	H			H	M
CLO2		M			M	M		M
CLO3	M		H	L		L	H	
CLO4		H			L			H
CLO5	M		H			L	M	
CLO6		L		M	H		H	

H: High, M: Medium, L: Low