Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Managerial Economics
Course Code:	3MS2010105T
Pre-requisite Course:	-

Course Objectives:

- To equip with the fundamentals of economics and its implications in managerial decision making
- To impart the knowledge about how market behave with market forces of demand and supply
- To equip on firms with different market powers and its pricing strategies.
- To study and analyze the key variables of the real economy in the long run
- To study the impact of monetary and fiscal policies and short-run linkage between real and nominal variables.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
3	-	-	3	50	50	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	**Introduction**: The Themes of Economics, Economic Concepts for Business Decision-making, Positive & Normative Analysis, Market Structure (Monopoly, oligopoly, etc.) **How Market Works**: The Market Forces of Demand and Supply, Elasticity and its applications, Supply, Demand and Government Policies **Markets and Welfare:** Consumers, Producers, and the Efficiencyof Markets	15	30%
2	**Firms Behaviorand Organization of Industry:** Cost Concepts for Managerial Decision-making, Analysis of Cost Output Relationship (Cost Function), Firms with market power, Pricing Under Different Market Structure **Open Contents:** -Case Studies on pricing strategies in different markets	15	35%
3	**The Real Economy in the Long Run:** Production and Growth, Saving, Investment and the Financial System, Unemployment, Open-Economy Macroeconomics: Basic Concepts **The Short Run Economic Fluctuations:** Aggregate Demand and Supply,The Influence of Monetary and Fiscal Policy on Aggregate Demand, The Short-run trade- off between inflation and unemployment **Open Contents:** - News on Current Trends in Economy, Use of Spreadsheet to Analyze Economic Data, Analysis of Union Budget and RBI Credit Policy	15	35%

Text Books:

Sr.No	Books
1	Economic Analysis for Business By Prof. P. Saravanavel, S. Balakumar, Himalaya Publishing House
2	Economics: Principles & Applications, By N Gregory Mankiw, Cengage Publication

Reference Books:

Sr.No	Books
1.	Managerial Economics, By G. S. Gupta, Tata McGraw-Hill
2.	Microeconomics for Management Students, By RavindraH.Dholakia and Ajay N. Oza, Oxford University Press

List of Open-Source Software/learning website:

1.	https://www.rbi.org.in
2.	http://www.imf.org/external/index.htm
3.	https://www.cmie.com/
4.	http://www.business-standard.com/economy-policy

Journals/Magazines

1.	Margin- The Journal of Applied Economic Research
2.	Economic and Political Weekly
3.	RBI Annual Reports
4.	South Asia Economic Journal
5.	Global Journal of Emerging Market Economics
6.	Economist, Economic and Political Weekly, Economic Times, Business Standard, etc

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To remember and understand the basic concepts of economics such demand, supply, elasticity etc	Understand
CLO2	Analyze the firm's behavior in different economic conditions and take the business decision	Analyze
CLO3	Evaluate the impact of monetary and fiscal policies on business and economic environments.	Evaluate
CLO4	Critically examine major global economic crises and policy failures to develop managerial insights.	Evaluate / Create

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	L	L	L	L	-	L	-	M	L
CLO2	H	M	M	L	-	M	-	-	H	M
CLO3	M	H	M	L	M	-	H	M	M	H
CLO4	M	H	H	M	H	M	H	H	H	H

H: High, M: Medium, L: Low