

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
11	OEC-701(C)	Managerial Economics	OEC	3	3	0	0	50	100	150

Course Outcomes:

At the end of the course the student will be able to:	
CO1	Describe the demand concept as the basis of economic activity.
CO2	Articulate the various laws of production in both short and long run work for designing the optimum level output.
CO3	Analyze the various types of market structures.
CO4	Interpret the various pricing methods and strategies.
CO5	Evaluate the various macroeconomic concepts affecting the overall economy and undertake economic analysis.

Detailed Syllabus

Section A

Unit 1: Introduction to Managerial Economics: Circular Flow of Economic Activity, Demand Analysis and Estimation- Individual, Market and Firm Demand; Determinants of Demand; Demand Estimation; Business and Economic Forecasting; Elasticity of Demand.

(9 Hrs.)

Unit 2: Law of Variable Proportions: Theory of Firms, Production Theory and Analysis- The Production Function; Economies of scale and Scope; Estimating the Production Function; Cost Theory and Analysis- The Economic Concept; Production and Cost; Short-run and long-run Cost Functions; Estimating Cost Functions.

(10 Hrs.)

Unit 3: Market Structure: Price and Output determination under different market structures-Perfect Competition and Monopoly; Relevance of Perfect Competition and Monopoly; Monopolistic Competition, Oligopoly- Sweezy Model.

(9

Hrs.)

Section B

Unit 4: Pricing of Goods and Services: Pricing Factors, Pricing of Multiple Product, Product Bundling; Peak-load Pricing; Cost-plus or Mark-up Pricing; Cyclical Pricing; Price Discrimination; Degrees of Price Discrimination.

(10 Hrs.)

Unit 5: Introduction to National Income: National Income Concept, Models of National Income Determination; Economic Indicators; Business Cycles; Management of Cyclical Fluctuations, Monetary and Fiscal Policies; Economic Indicators; National Income; Inflation and Deflation.

(11 Hrs.)

Textbooks

S. No	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1.	Managerial Economics: Economic tool for today decision makers	Paul G Keat Philip Young, Stephen Erfle	Pearson, Prentice Hall	7 th (2013)
2.	Managerial Economics and Business Strategy	Michael Baye, Jeffrey T. Prince	McGraw Hill	10 th (2022)

Reference Books

S. No	Name of the Book	Author	Publisher Name	Edition (Pub. Yr.)
1.	Managerial Economics	Craig H. Peterson, W, Cris Lewis, Sudhir k Jain	Pearson Education	4 th (2005)

