



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

Kot, Bhalwal, Jammu

COURSE HANDOUT

Managerial Economics (OEC-701 C)

ECE-7th SEMESTER

ACADEMIC YEAR (2024-25)

Mr. Bhanu Pratap Singh Jamwal

Assistant Professor

Department of Electrical Engineering



Department of Electronics and Communication

Model Institute of Engineering & Technology (Autonomous)

KotBhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

श्रेष्ठ

श्रम

नवीनता

Please Do Not Print Unless Necessary



SYLLABUS

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
OEC-701 C	Managerial Economics	OEC	3	3	0	0	50	100	150
Faculty Details	bhanu.ee@mietjammu.in								

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.)

Text Books

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	7th (2013)
2	Managerial Economics and Business Strategy	Michael Baye, Jeffrey T. Prince	McGraw Hill	10th (2022)

Reference Books

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



COURSE PLAN

Unit-I Introduction to Managerial Economics		
S.No	Topics	Recommended Books
1	Circular Flow of Economic Activity	Book 1, Ch.1
2	Demand Analysis and Estimation- Individual, Market and Firm Demand	Book 1, Ch.1
3	Determinants of Demand	Book 1, Ch.1
4	Demand Estimation	Book 1, Ch.2
5	Business and Economic Forecasting	Book 1, Ch.2
6	Elasticity of Demand	Book 1, Ch.2
Unit-II Law of Variable proportions		
7	Theory of Firms	Book 1, Ch.2
8	Production Theory and Analysis- The Production Function	Book 1, Ch.2
9	Economies of scale and Scope	Book 1, Ch.3
10	Estimating the Production Function	Book 1, Ch.5
11	Cost Theory and Analysis- The Economic Concept	Book 1, Ch.5
12	Production and Cost; Short-run and long-run Cost Functions	Book 1, Ch.5
13	Estimating Cost Functions.	Book 1, Ch.5
Unit-III Market Structure		
14	Price and Output determination under different market structures- Perfect Competition and Monopoly	Book 2, Ch.4
15	Relevance of Perfect Competition and Monopoly	Book 2, Ch.4
16	Monopolistic Competition	Book 2, Ch.4
17	Oligopoly- Sweezy Model	Book 2, Ch.4
Unit-IV Pricing of Goods and Services		
18	Pricing Factors, Pricing of Multiple Product, Product Bundling	Book 2, Ch.5
19	Peak-load Pricing and Cost-plus or Mark-up Pricing	Book 2, Ch.5
20	Cyclical Pricing and Price Discrimination	Book 2, Ch.5
21	Degrees of Price Discrimination	Book 2, Ch.5
Unit-V Introduction to National Income		
22	National Income Concept and Models of National Income Determination	Book 2, Ch.6
23	Economic Indicators	Book 2, Ch.6
24	Business Cycles; Management of Cyclical Fluctuations	Book 2, Ch.6
25	Monetary and Fiscal Policies	Book 3, Ch.1
26	National Income; Inflation and Deflation.	Book 3, Ch.1
27	National Income Concept and Models of National Income Determination	Book3, Ch. 3

ADDITIONAL WEB RESOURCES

1.	MOOC: Managerial Economics and Business Analysis https://www.coursera.org/specializations/managerial-economics-business-analysis
----	--



- | | |
|----|--|
| 2. | NPTEL: Video lectures on Managerial Economics Lecture series by Prof. Trupti Mishra School of Management IIT Bombay |
|----|--|

GRADING AND ASSESSMENT

- **Sessional Test:** (10+10) marks
- **Assignment:** 20 marks
- **Attendance:** 10 marks
- **Final Examination:** 100 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Tuesday (12:05 PM - 12:55 PM)
Wednesday (12:05 PM - 12:55 PM)
- **Contact Information**
bhanu.ee@mietjammu.in