



Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

Kot, Bhalwal, Jammu

## COURSE HANDOUT

MANAGERIAL ECONOMICS OEC-701 (C)

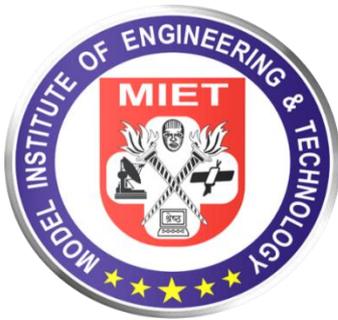
CSE -7<sup>TH</sup> SEMESTER

ACADEMIC YEAR (2024-25)

**Ms. Diksha Mahajan**

Assistant Professor

Department of Bachelors of Business Administration



School of Management

Model Institute of Engineering & Technology (Autonomous)

KotBhalwal, Jammu - 181122

[www.mietjmu.in](http://www.mietjmu.in)



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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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

### 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.

#### Unit-I

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 Hours)

#### Unit-II

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 Hours)

#### Unit-III

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 Hours)

#### Unit-IV

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-V

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 Hours)

#### Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Managerial Economics: Economic tool for today's decision makers	Paul G Keat Philip Young, Stephen Erfle	Pearson, Prentice Hall	7 <sup>th</sup> (2013)
2.	Managerial Economics and Business Strategy	Michael Baye, Jeffry T. Prince	McGraw Hill	10 <sup>th</sup> (2022)

#### Reference Books

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
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1	Managerial Economics	Craig H Peterson, Cris Lewis, Sudhir K Jain	Pearson Education	4 <sup>th</sup> (2005)
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COURSE PLAN		
Unit-I Introduction to Managerial Economics		
S.No	Topics	Recommended Books
1	Concept of Managerial Economics	Book 1, Ch.1
2	Application of Economics to Business decision making	Book 1, Ch.1
3	Scope of Managerial Economics	Book 1, Ch.1
4	Demand and Its Determinants	Book 2, Ch.2
5	Elasticity of demand	Book 2, Ch.2
6	Demand Forecasting	Book 2, Ch.2
7	Circular Flow of Economic Activity	Book 2, Ch.2
Unit-II Production Theory		
8	Theory of Firms	Book 1, Ch.2
9	Production Function	Book 1, Ch.2
10	Short Run Law of Production	Book 1, Ch.1
11	Long Run Law of Production	Book 2, Ch.2
12	Isoquants	Book 2, Ch.2
13	Cost Concepts	Book 2, Ch.2
14	Short Run and Long Run Cost	Book 2, Ch.2
15	Economies of Scale and Scope	Book 2, Ch.2
Unit-III Market Structures		
16	Introduction to Market Structures	Book 2, Ch.2
17	Perfect competition and pricing	Book 2, Ch.2
18	Monopoly and pricing	Book 2, Ch.2
19	Price Discrimination under Monopoly	Book 2, Ch.2
20	Monopolistic Competition and Pricing	Book 2, Ch.2
21	Oligopoly and Pricing	Book 2, Ch.2
Unit-IV Pricing of Goods and Services		
22	Pricing of Multiple Products	Book 2, Ch.3
23	Price Discrimination	Book 1, Ch.4
24	Product Bundling	Book 1, Ch.4
25	Peak Load Pricing	Book 2, Ch.3
26	Cost Plus or Mark Up Pricing	Book 1, Ch.3
27	Cyclical Pricing	Book 2, Ch.3
28	Other Pricing Practices	Book 1, Ch.3
Unit-V Macroeconomics		
29	Introduction to Macroeconomics	<a href="https://m.economictimes.com/what-is-macroeconomics-watch-video/videoshow/49643387.cms">https://m.economictimes.com/what-is-macroeconomics-watch-video/videoshow/49643387.cms</a>
30	Business Cycles	Book 1, Ch.8
31	Monetary Policy	Book 2, Ch.8



32	Fiscal Policy	Book 1, Ch.8
33	National Income	Book 2, Ch.8
34	Economic Indicators	Book2, Ch. 8
35	Deflation	<a href="https://www.investopedia.com/terms/i/inflation.asp">https://www.investopedia.com/terms/i/inflation.asp</a>

#### ADDITIONAL WEB RESOURCES

1.	<b>MOOC:</b> Managerial Economics and Business Analysis <a href="https://www.coursera.org/specializations/managerial-economics-business-analysis">https://www.coursera.org/specializations/managerial-economics-business-analysis</a>
2.	<b>NPTEL:</b> Video lectures on Managerial Economics Lecture series by Prof. Trupti Mishra School of Management, IIT Bombay <a href="https://archive.nptel.ac.in/noc/courses/noc20/SEM2/noc20-mg67/">https://archive.nptel.ac.in/noc/courses/noc20/SEM2/noc20-mg67/</a>

#### GRADING AND ASSESSMENT

- **Sessional Test:** 20 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**  
Monday (12:05 PM - 12:55 PM)  
Friday (12:05 PM - 12:55 PM)
- **Contact Information**  
[diksha.mba@mietjammu.in](mailto:diksha.mba@mietjammu.in)