



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of CSE

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Managerial Economics
2.	Course Code	OEC 701 C
3.	Academic Year	2024-25
4.	Semester	7 th
5.	Number of Lesson plans	26
6.	Faculty Assigned	Ms. Diksha Mahajan

Faculty Signature



Lesson Plan No. 1.0	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Introduction to the Course	

Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the definition, scope, and importance of Managerial Economics. b. Identify the relationship between Managerial Economics and other disciplines. c. Discuss the role of Managerial Economics in decision-making within a business context.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> -Begin by asking students, "Where does the money go when you buy something?" - Encourage students to think about how money moves through the economy. 2. Development (30 minutes) <ul style="list-style-type: none"> - Briefly introduce the concept of the circular flow of economic activity. - Explain how the circular flow model represents the movement of goods, services, and money within an economy. - Present the two-sector model of the circular flow (Households and Firms). - Explain how households provide factors of production (land, labor, capital, and entrepreneurship) to firms in exchange for income (wages, rent, interest, and profit). - Discuss how firms use these factors to produce goods and services, which are then sold to households. - Show a simple diagram of the two-sector model on the board. - Introduce the role of the government in the circular flow (taxes, government spending, and transfers). - Explain how the government collects taxes from households and firms and redistributes this income through government spending. - https://www.youtube.com/watch?v=2wM0jHL6TQs <p>Activity: Group Exercise (5 minutes)</p> <ul style="list-style-type: none"> - Divide students into small groups and give each group a scenario (e.g., a new factory opens, a government increases taxes, an export boom occurs). - Ask groups to map out the circular flow of economic activity based on their scenario. - Encourage them to consider how each sector is affected and interacts with the others.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://egyankosh.ac.in/bitstream/123456789/19172/1/Unit-2.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions: What is managerial Economics? What will be the role of Managerial Economics in the Organisation? Why is it important?2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 1	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Circular Flow of Economic Activity	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the concept of the circular flow of economic activity.Identify and describe the different sectors involved in the circular flow.Analyze the interaction between households and firms in a two-sector economy.Explore the role of government and the foreign sector in the circular flow in a more complex economy.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">-Begin by asking students, "Where does the money go when you buy something?"- Encourage students to think about how money moves through the economy.Development (30 minutes)<ul style="list-style-type: none">- Briefly introduce the concept of the circular flow of economic activity.- Explain how the circular flow model represents the movement of goods, services, and money within an economy.- Present the two-sector model of the circular flow (Households and Firms).- Explain how households provide factors of production (land, labor, capital, and entrepreneurship) to firms in exchange for income (wages, rent, interest, and profit).- Discuss how firms use these factors to produce goods and services, which are then sold to households.- Show a simple diagram of the two-sector model on the board.- Introduce the role of the government in the circular flow (taxes, government spending, and transfers).- Explain how the government collects taxes from households and firms and redistributes this income through government spending.Show 10 minutes video https://www.youtube.com/watch?v=2wM0jHL6TQs Activity: Group Exercise (5 minutes)<ul style="list-style-type: none">- Divide students into small groups and give each group a scenario (e.g., a new factory opens, a government increases taxes, an export boom occurs).- Ask groups to map out the circular flow of economic activity based on their scenario.- Encourage them to consider how each sector is affected and interacts with the others.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://egyankosh.ac.in/bitstream/123456789/19172/1/Unit-2.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 2	Course Name: Managerial Economics Topic: Demand Analysis	Course No.: OEC 701 C
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of demand and the law of demand. b. Analyze the determinants of demand. c. Explain the concept of elasticity of demand and its types. d. Apply demand analysis to real-world scenarios.
Teaching Aids (if any)	a. PowerPoint Presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Ask questions. Differentiate between need, want and demand. Can you give an example of something you need but don't demand?Introduce the concept of need, wants, demand.Use relatable examples, such as the difference between needing water (a basic necessity) and demanding a specific brand of bottled water.Development (30 minutes)<ol style="list-style-type: none">Demand<ul style="list-style-type: none">Explain the meaning of demand.Differentiate it from needs and wants.Discuss the concept with examples.Types of demand<ul style="list-style-type: none">Discuss about different kinds of demand.Introduce the concept of individual and market demand.Explain how individual demand differs from market demand.Provide examples of how businesses use individual demand information.Short-Term Demand vs. Long-Term Demand:<ul style="list-style-type: none">Explain the concept of Short-term demand and discuss how businesses must plan for rapid changes in demand during peak seasons and how this impacts inventory management.Explain the concept of Short-term demand and explain how businesses plan for sustainable growth and resource allocation when dealing with long-term demand.Discuss the importance of forecasting and inventory management in responding to short-term versus long-term demand.Autonomous Demand vs. Derived Demand:<ul style="list-style-type: none">Explain the concept of autonomous demand.Define derived demandDiscuss the characteristics of both.Explain how both demand impacts industries that supply raw materials or components, and how it fluctuates with changes in the



	<p>demand for the final product.</p> <p>e. Consumer Utility</p> <ul style="list-style-type: none">- Introduce the concept of utility as the satisfaction derived from consuming a good or service.- Provide examples to illustrate the concepts. <p>f. Components of Consumer Utility</p> <ul style="list-style-type: none">- Total utility- Marginal utility <p>g. Basic assumptions of Marginal utility</p> <ul style="list-style-type: none">- Cardinal Measurement of utility- Utilities are independent- Constant marginal utility of money.- Introspection <p>3. Exercise (5 minutes) –</p> <p>Ask the students to</p> <ul style="list-style-type: none">- Summarize the concept of Marginal utility.
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading</p> <ul style="list-style-type: none">- https://economictimes.indiatimes.com/definition/utility <p>3. Homework</p> <ul style="list-style-type: none">- Watch this video on the basics of demand: https://www.youtube.com/watch?v=XhWH2zHgSPg&list=PLJumA3phskPFwp2XXInxCWpv28nPMimDU&index=3 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3	Course Name: Managerial Economics Topic: Law of Demand	Course No.: OEC 701 C
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of demand and its relationship with price. b. Analyze the impact of price changes on consumer purchasing decisions.
Teaching Aids (if any)	a. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What factors do you consider when deciding how much of a product to buy? Have you noticed quantity change w.r.t price for your favourite snack?- Introduce the relationship between the price of a product and the quantity people are willing to buy.2. Development (30 minutes)<ol style="list-style-type: none">a. Demand Schedule, Curve<ul style="list-style-type: none">- Define demand schedule as a table showing the quantity demanded at different prices.- Create a hypothetical demand schedule for a product (e.g., pizza).- Explain how to plot the demand curve from the demand schedule.- Emphasize the inverse relationship between price and quantity demanded.b. Law of Demand<ul style="list-style-type: none">- State the law of demand- Explain the concept of ceteris paribus.- Provide real-world examples to illustrate the law of demand.c. Demand Curve Slope<ul style="list-style-type: none">- Explain the reason using the utility maximising behavior of the consumer.- Income Effect: Explain how a price decrease increases the purchasing power of a consumer, allowing them to buy more.- Substitution Effect: Discuss how consumers tend to substitute a more expensive good with a cheaper alternative when the price changes.- Discuss the concept of utility maximization.- Explain how the income and substitution effects contribute to the downward slope of the demand curve.d. Exceptions to the Law of Demand<ul style="list-style-type: none">- Introduce scenarios where the law of demand might not hold, such as:



	<ul style="list-style-type: none">- Veblen goods (status symbols)- Giffen goods- Expectations of future price changes <p>3. Exercise (5 minutes) – Ask the students to</p> <ul style="list-style-type: none">- Pose a scenario where a product's price increases and ask students to think about whether they would buy more, less, or the same amount. Have them discuss their thoughts with a partner, then share with the class.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- https://corporatefinanceinstitute.com/resources/economics/law-of-demand/3. Homework<ul style="list-style-type: none">- Revise the topics using the video: https://www.youtube.com/watch?v=_QuKVnKya0E <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4	Course Name: Managerial Economics Topic: Movement in Demand Curve, Market demand.	Course No.: OEC 701 C
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Distinguish between a change in quantity demanded (movement along the curve) and a shift in demand Understand the key determinants of demand.
Teaching Aids (if any)	<ol style="list-style-type: none"> PPT
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. What factors do you think influence your decision to buy a product? Have you ever noticed how the price of a product affects the quantity you buy? Introduce the concepts of demand curve movement and shifts using simple examples. Explain the difference between movement along the demand curve (due to price changes) and shifts in the demand curve (due to other factors). Development (30 minutes) <ol style="list-style-type: none"> Movement in the Demand Curve <ul style="list-style-type: none"> Introduce the concept of movement along the demand curve Emphasize that this occurs due to changes in the product's price while other factors remain constant. Graphical representation to show how a price increase leads to a movement upward along the demand curve Shifts in the Demand Curve <ul style="list-style-type: none"> Discuss the factors that cause the demand curve to shift Show how an increase in consumer income can shift the demand curve to the right Graphical representation to show how a decrease in income can shift it to the left Derivation of the Market Demand Curve <ul style="list-style-type: none"> Explain how individual demand curves are aggregated to derive the market demand curve. Use an example with two or more consumers to demonstrate this aggregation process. Determinants of Demand <ul style="list-style-type: none"> price of the product price of related goods level of consumers income advertisement of the product consumers' taste and preference



	<ul style="list-style-type: none">- Consumers expectations of the future- demonstration effect- bandwagon effect- consumer credit facility- population of the country- Distribution pattern of national income <p>3. Exercise (5 minutes) – Ask the students to</p> <ul style="list-style-type: none">- one-minute summary on determinants of demand.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- https://articles.outlier.org/determinants-of-demand3. Homework<ul style="list-style-type: none">- Revise the lesson and watch the video https://www.youtube.com/watch?v=d5RSaavKIKE <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 5	Course Name: Business Economics Topic: Elasticity of demand, Price elasticity of demand	Course No.: OEC 701 C
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of price elasticity, cross elasticity, and income elasticity of demand. Analyze the relationship between price elasticity, total revenue, and marginal revenue.
Teaching Aids (if any)	<ol style="list-style-type: none"> PPT
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Ask questions. How does the price of a product affect the amount consumers are willing to buy? If a product becomes cheaper, would you buy more or less of it? Introduce the concept of elasticity of demand. Explain the significance of elasticity of demand. Development (30 minutes) <ol style="list-style-type: none"> Elasticity of Demand <ul style="list-style-type: none"> Introduce the concept of elasticity of demand. Explain the concept of price elasticity, income elasticity, and cross-price elasticity. Factors Affecting Elasticity of Demand <ul style="list-style-type: none"> Price Sensitivity: Discuss how consumer perception of price changes influences elasticity. Necessities vs. Luxuries: Explain the difference in elasticity between essential and non-essential goods. Proportion of Income Spent: Analyze how the portion of income allocated to a product affects elasticity Time Horizon: Discuss the impact of short-term and long-term perspectives on elasticity. Measurement of Elasticity <ul style="list-style-type: none"> Arc Elasticity: Explain the formula and calculation process. Point Elasticity: Introduce the concept and its calculation. Price Elasticity from Demand Function: Demonstrate how to calculate elasticity using a demand equation. Price Elasticity of Demand <ul style="list-style-type: none"> Explain the concept of price elasticity of demand with example. Explain how to measure the price elasticity of demand by using Arc elasticity, Point Elasticity. Price Elasticity and Total Revenue: Explain the relationship between elasticity and total revenue.



	<ul style="list-style-type: none">- Price Elasticity and Marginal Revenue: Discuss the impact of elasticity on marginal revenue.e. Determinants of Price elasticity of Demand<ul style="list-style-type: none">- Availability of Substitutes.- Nature of Commodity- Weightage in the total consumption- Time factor in adjustment of consumption pattern- Range of commodity use- Proportion of Market supplied3. Exercise (5 minutes) – Ask the students to<ul style="list-style-type: none">- Divide students in group and Analyze and determine whether demand is elastic or inelastic based on the factors discussed on the basis of following scenarios: A high-end luxury brand raises its prices by 10%. Sales drop by 5%. The price of essential medication increases by 20%, but the quantity demanded decreases by only 2%. The price of brand-name cola increases by 15%, and sales of a competing generic cola increase by 10%. A small increase in the price of a popular snack food leads to a significant drop in sales.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- https://conjointly.com/guides/understanding-price-elasticity-of-demand/3. Homework<ul style="list-style-type: none">- Watch a video and revise the chapter https://www.youtube.com/watch?v=Ddo5nOxvI4w <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 6	Course Name: Managerial Economics Topic: Elasticity of Demand, Demand estimation.	Course No.: OEC 701 C
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Objectives	At the end of the lesson the student shall be able to: a. Apply elasticity concepts to various business decisions. b. Analyze the relationship between elasticity and total revenue. c. Understand the importance of demand estimation in business decision-making.
Teaching Aids (if any)	a. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions.Summarize the concepts of elasticity of demand.How elasticity helps in determining price of a product?- Introduce the different types of elasticity.2. Development (30 minutes)<ol style="list-style-type: none">a. Application of Price Elasticity of Demand<ul style="list-style-type: none">- Explain the application with respect to- Manoeuvring of Price: discuss how businesses can use elasticity information to adjust prices and maximize revenue.- Explain the concept of price discrimination.- Determination of Optimum price: Introduce the concept of revenue maximization and how it relates to elasticity.- Explain how businesses can find the price point that generates the highest total revenue.- Use examples, such as a price increase leading to a larger drop in quantity demanded for a highly elastic product.b. Cross Elasticity of Demand<ul style="list-style-type: none">- Define cross elasticity- Explain how to calculate cross elasticity using the percentage change formula.- Discuss the application of cross elasticity in identifying substitute and complementary goods, as well as in strategic pricing decisions.c. Income Elasticity of Demand<ul style="list-style-type: none">- Define income elasticity- Explain how to calculate income elasticity using the percentage change formula.- Discuss the implications of income elasticity for product positioning and target market identification.d. Demand Estimation<ul style="list-style-type: none">- Introduce the concept of demand estimation.- Show a 3-minute video on Demand Forecasting: https://www.youtube.com/watch?v=Jiqk5uWgK7k



	<ul style="list-style-type: none">- Explain the importance of demand estimation for businesses.- Highlight how understanding demand allows businesses to plan production, set prices, and optimize marketing strategies. <p>e. Steps in Demand Estimation</p> <ul style="list-style-type: none">- Explain the role of demand estimation in business planning and decision-making.- Specifying the Objective: Identify the purpose of demand estimation (e.g., forecasting sales).- Determining the Time Perspective: Decide on the time frame for the estimation.- Making Choice of Method: Choose appropriate methods (e.g., historical data analysis, survey methods).- Collection of Data and Data Adjustment: Gather and adjust data for accuracy.- Estimation and Interpretation of Results: Explain how to analyze the estimated demand function and use it for decision-making. <p>3. Exercise (5 minutes) – Ask the students to</p> <ul style="list-style-type: none">- Write a brief explanation of how one type of elasticity can influence a company's pricing strategy.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M022210/ET/1504681228Module-10Q-III.pdf3. Homework<ul style="list-style-type: none">- Revise the topics studied in class use the video as reference https://www.youtube.com/watch?v=IEDswC0xvd8 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 7	Course Name: Managerial Economics Topic: Methods of Demand forecasting	Course No.: OEC 701 C
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Objectives	At the end of the lesson the student shall be able to: a. Understand the importance of demand forecasting for businesses. b. Differentiate between survey, statistical, and econometric methods.
Teaching Aids (if any)	a. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. How do businesses predict future demand for their products?- Introduce the different forecasting techniques.- Explain the importance in planning and decision-making.- Briefly outline the main categories of forecasting methods: survey methods, statistical methods, and econometric methods.2. Development (30 minutes)<ol style="list-style-type: none">a. Survey Methods<ul style="list-style-type: none">- Introduce the concept of survey by using the examples of marketing survey, YouTube survey, etc.- Consumer Survey Method: Explain the process of gathering data directly from consumers about their purchasing intentions.- Discuss different survey methods (mail, telephone, online, in-person) and their advantages and limitations.- Opinion Poll: Describe how expert opinions can be used to forecast demand.- Discuss the Delphi method as an example of structured expert opinion gathering.- Differentiate between survey method and opinion poll method.b. Statistical Methods<ul style="list-style-type: none">- Explain the concept of statistical analysis.- Trend Projection: Explain how past sales data can be used to identify trends and project future demand.- Discuss the importance of considering factors like seasonality and cyclical patterns.- Barometric Method of Forecasting: Introduce the concept of using leading indicators (e.g., economic indicators) to predict future demand.- Discuss the challenges of identifying accurate leading indicators.- Econometric Methods:<ul style="list-style-type: none">- Introduce the concept of regression analysis, a more advanced statistical tool used to identify relationships between demand and multiple influencing factors (e.g., price, income, advertising).



	<ul style="list-style-type: none">- Explain the difference between simple/bivariate regression (focusing on two variables) and multivariate regression (considering multiple variables).- Highlight the ability of econometric methods to provide a more comprehensive understanding of demand drivers but acknowledge the requirement for robust data and statistical knowledge.- Simultaneous equations Model: Introduce the concept of interdependency between variables and how simultaneous equations models can address this.- Compare all the above discussed methods and list out their advantage and disadvantages. <p>3. Exercise (5 minutes) – Ask the students to</p> <ul style="list-style-type: none">- Discuss in pairs which forecasting method would be best for predicting seasonal demand and why.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- https://egyankosh.ac.in/bitstream/123456789/83320/1/Unit-6.pdf3. Homework<ul style="list-style-type: none">- Revise the chapter and use the video as reference https://www.youtube.com/watch?v=uCj8l-4PAQo <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 8	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Law of Variable proportion: Theory of Firms	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Explain the Law of Variable Proportions and its relevance to the production decisions of firms. Illustrate the three stages of production as described by the Law of Variable Proportions. Analyze the impact of input variations on output and costs. Apply the Law of Variable Proportions to real-world business scenarios and production processes.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> -Start with a question: "What happens to output if we keep increasing one input (like labor) while keeping others constant?" Gather responses to gauge initial understanding. - Introduce the Law of Variable Proportions and its significance in understanding how firms manage production and resource allocation. Development (30 minutes) <ul style="list-style-type: none"> - Law of Variable Proportions: Define the law and explain how it describes the relationship between input and output when one factor is varied while others are held constant. - Three Stages of Production: <ol style="list-style-type: none"> Increasing Returns to the Variable Factor: Explain how output increases at an increasing rate due to better utilization of the fixed factor. Diminishing Returns to the Variable Factor: Describe how output increases at a decreasing rate as the variable factor continues to increase. Negative Returns to the Variable Factor: Discuss how adding more of the variable input beyond a certain point can lead to a decrease in total output. - Graphical Representation: Use a graph to show the Total Product (TP), Average Product (AP), and Marginal Product (MP) curves, highlighting the stages of production. https://www.youtube.com/watch?v=CG3YXX3O2RU <p>Activity: Numerical Exercise (5 minutes)</p> <p>Provide a numerical problem where students calculate TP, AP, and MP for a given set of input data. Guide them to identify the stages of production based on their calculations.</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://gyansanchay.csjmu.ac.in/wp-content/uploads/2021/11/Theory-of-Production-Law-of-Variable-Proportion.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 9	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: The Production Function	

Objectives	At the end of the lesson the student shall be able to: a. Define the Production Function and explain its significance in economics. b. Understand and differentiate between short-run and long-run production functions. c. Analyze the relationship between inputs and outputs using the concept of the production function. d. Apply the Production Function to real-world examples and solve related numerical problems.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<p>1. Introduction (5 minutes) -Ask students to think about how a business decides how much to produce and what inputs are necessary. Gather initial thoughts to gauge understanding. - Introduce the concept of the Production Function and its importance in understanding the relationship between inputs (e.g., labor, capital) and output in a firm's production process.</p> <p>2. Development (30 minutes) Definition of the Production Function: - Explain the production function as a mathematical representation of the relationship between inputs (factors of production) and output. - Introduce the general form of the production function: $Q=f(L,K)$ where Q is output, L is labor, and K is capital.</p> <p>Short-Run vs. Long-Run Production Functions: - Short-Run Production Function: Explain that in the short run, at least one factor of production is fixed (e.g., capital), while others are variable. - Long-Run Production Function: Discuss how, in the long run, all factors of production are variable, allowing the firm to adjust all inputs.</p> <p>Law of Diminishing Returns: - Describe the law and how it applies in the short-run production function. - Illustrate with examples of how increasing one input while keeping others constant eventually leads to a decreasing rate of output growth.</p> <p>Isoquants and Isocosts: - Introduce isoquants as curves representing combinations of inputs that produce the same level of output. - Discuss isocost lines, which show combinations of inputs that have the same total cost.</p>



	<ul style="list-style-type: none">- Explain how firms choose the optimal combination of inputs by analyzing where an isoquant touches an isocost line. <p>Activity: Class Discussion (5 minutes)</p> <ul style="list-style-type: none">- Lead a discussion on how different businesses might use the production function to optimize their production processes.- Encourage students to consider the implications of the Law of Diminishing Returns on business decisions.- Open the floor to questions to clarify any doubts about the production function and related concepts.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 10	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Economies of scale and Scope	

Objectives	At the end of the lesson the student shall be able to: a. Define and explain the different types of economies of scale (internal and external). b. Identify factors that contribute to economies of scale in production. c. Explain how economies of scope affect business decisions and profitability.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	Introduction (5 minutes) -Begin with a discussion on how businesses transform inputs (e.g., labor, capital) into outputs familiar with. - Clearly outline the objectives for the lesson, highlighting what students will learn about the p Development (30 minutes) Economies of Scale - Definition and Explanation: Define economies of scale and explain how they result in reduc - Types: Differentiate between internal and external economies of scale. - Visual Representation: Use a graph to show how average costs decline as output increases. - Examples: Discuss examples of companies that benefit from economies of scale, such as larg Economies of Scope - Define economies of scope and explain how they differ from economies of scale. Examples: Provide examples of companies that benefit from economies of scope, such as firm Activity: Interactive Activity (5 minutes) Provide students with a set of input-output data for a hypothetical company. Have them plot the production function and analyze the relationship between inputs and outpu
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://www.researchgate.net/publication/257383011_Scale_and_scope_economies_and_the_e Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Model Institute of Engineering
& Technology (Autonomous)
Lesson Plan

Kot Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Lesson Plan No. 11	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Estimating the Production Function	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept and importance of the production function in economic analysis. Explain the methods used to estimate a production function. Analyze empirical data to estimate a production function. Evaluate the implications of the estimated production function for business decisions.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> -Begin with a brief recap of the production theory. - Define the production function as a mathematical representation of the relationship between inputs and outputs. - Explain why estimating the production function is important for understanding efficiency and making business decisions. Development (30 minutes) <ul style="list-style-type: none"> - Discuss different forms of production functions (e.g., Cobb-Douglas, CES). - Explain methods of estimation, such as regression analysis, and the use of historical data. - Highlight assumptions in estimating production functions (e.g., constant returns to scale). - Teach students the practical steps to estimate a production function. - Allow students to apply what they've learned by estimating a production function using real-world data. -Distribute data sets related to a specific industry (e.g., agriculture, manufacturing). - Instruct students to use the provided data to estimate the production function. - Guide students through the process of using statistical software, offering assistance as needed. - Encourage students to interpret their results and discuss potential implications. <p>Activity: Think- Pair-Share (5 minutes)</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://gyansanchay.csjmu.ac.in/wp-content/uploads/2021/11/Theory-of-Production-Law-of-Variable-Proportion.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 12	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Cost Theory and Analysis - The Economic Concept	

Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Understand the basic concepts of cost in economics, including fixed, variable, total, average, and marginal costs.b. Analyze the behavior of costs in the short run and long run.c. Apply cost theory to real-world business scenarios.d. Evaluate how cost analysis influences decision-making in firms
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">-Begin with a discussion on why understanding costs is crucial for businesses. Define basic cost concepts: fixed costs, variable costs, total costs, average costs, and marginal costs.Provide examples from everyday business operations (e.g., manufacturing, services).2. Development (30 minutes)<ul style="list-style-type: none">- Explain the concept of fixed and variable costs in the short run.- Discuss the shapes of short-run cost curves: total cost, average cost (ATC, AVC), and marginal cost (MC).- Illustrate these concepts using graphs, showing how marginal cost intersects average total cost at its minimum point.- Use a numerical example to calculate and plot short-run cost curves.-Explain the long-run average cost curve (LRAC) and how it is derived from short-run cost curves.- Discuss the concepts of increasing, constant, and decreasing returns to scale.- Illustrate the relationship between LRAC and the firm's scale of production with graphical representations.<p>Activity: Reinforce learning through hands-on application. (5 minutes)</p><ul style="list-style-type: none">- Provide students with a data set that includes costs at different output levels.- Instruct them to calculate fixed, variable, average, and marginal costs.- Have students plot the cost curves and interpret the results.- Encourage students to discuss how the cost structure would influence business decisions.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young http://www.columbia.edu/~ev2124/research/DeRouxEslavaFrancoVerhoogenJ uly2023.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 13	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Production and Cost; Short-run and Long-run Cost Functions	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the concepts of production and cost in economics.Differentiate between short-run and long-run cost functions.Analyze how costs behave in the short run and long run.Apply the concept of cost functions to real-world business decisions.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">-Introduce the basic concepts of production and cost.- Begin with a brief review of production theory, focusing on the relationship between input and output.- Discuss the concept of cost in economics, differentiating between explicit and implicit costs.- Introduce the key terms: fixed costs, variable costs, total cost, marginal cost, and average cost.Development (30 minutes)<ul style="list-style-type: none">- Define the short run in economic terms (period in which at least one factor of production is fixed).- Illustrate and explain the concepts of total fixed cost (TFC), total variable cost (TVC), total cost (TC), average total cost (ATC), average fixed cost (AFC), average variable cost (AVC), and marginal cost (MC).- Use graphs to show how these costs behave as output increases.-Discuss the concept of diminishing returns and how it affects the cost curves in the short run.- Define the long run (period in which all factors of production can be varied).- Introduce the concept of the long-run average cost curve (LRAC) and its relationship with economies of scale, diseconomies of scale, and constant returns to scale.- Discuss how firms choose their optimal plant size in the long run.- Use graphs to explain the shape of the LRAC curve, showing how it is derived from short-run average cost curves (SRAC). <p>Activity: Think- Pair-Share. (5 minutes)</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young http://web.uvic.ca/~bettyj/203/chapter10_noha2012.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 14	Course Name: Managerial Economics	Course No.: OEC-701 C
	Topic: Price determination under Perfect Competition	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the characteristics of a perfectly competitive marketExplain how price and output are determined in the short run and long run under perfect competitionAnalyse the implications of profit maximization for firms in a perfectly competitive market.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Welcome the participants.Briefly outline the concept of Perfect CompetitionConduct a quick icebreaker activity to engage participants and encourage interaction.Ask participants to share their expectations or any prior knowledge about various Market Structures.Pose questions:<ul style="list-style-type: none">What is the relevance of perfect competition analysis?Can you name any characteristics of Perfect Competition?Engage participants in a brief discussion to gather their initial thoughts on the topic.Introduce the formal definition and characteristics of Perfect Competition.Emphasize the relevance of perfect competition analysis.Development (30 minutes)<ul style="list-style-type: none">Understanding Perfect CompetitionDefine Perfect Competition and its key characteristics.Discuss the relevance of perfect competition analysis in the modern business environment.Discuss price determination in short and long run.Purpose and ImportanceHighlight the purpose of studying Perfect Competition.Discuss price determination under perfect competition in Short and Long run.Concepts in Perfect Competition analysis.Explore fundamental concepts such as market price, short run and long run equilibrium.Deriving demand curves for individual's firm. <p>Exercise (5 minutes)</p> <ul style="list-style-type: none">Think Pair and share



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading https://nios.ac.in/media/documents/SrSec318NEW/318_Economics_Eng/318_Economics_Eng_Lesson22.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 15	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Output determination under perfect competition	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Explain how firms determine output levels in the short run and long run under perfect competition.Analyse the relationship between marginal cost, marginal revenue, and profit maximization.Apply the concepts of break-even and shutdown points in decision-making for firms.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Define perfect competition and its key characteristics (large number of firms, homogeneous products, free entry and exit, perfect information).- Discuss real-world examples of markets that approximate perfect competition.Explain why understanding output determination under perfect competition is essential for economic analysis and decision-making.Development (30 minutes)<ul style="list-style-type: none">Introduce the concepts of Total Revenue (TR), Total Cost (TC), and Profit (π)- Explain the role of Marginal Cost (MC) and Marginal Revenue (MR) in determining output levels.- Discuss the profit-maximization rule: $MR = MC$Graphical Representation:<ul style="list-style-type: none">- Draw and explain the TR, TC, and profit curves.Show how profit maximization occurs where MR equals MC. Explain the difference between short-run and long-run equilibrium in perfect competition. https://www.youtube.com/watch?v=3AejbPNxoNk Activity: Think pair share (5 minutes) Ask students to think individually for 2 minutes about how a firm would decide its output level in the short run. Have them pair up and discuss their thoughts for 3 minutes. Facilitate a brief class discussion with some pairs sharing their insights.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://egyankosh.ac.in/bitstream/123456789/22876/1/Unit-7.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 16	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Price determination under Monopoly	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the concept of monopoly and the characteristics that define a monopoly market.Explain how a monopolist determines the price and output level.Analyse the effects of monopoly power on consumer welfare and market efficiency.Apply the concept of price discrimination in monopolistic markets.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Define monopoly and its key characteristics (single seller, price maker, high barriers to entry, no close substitutes).Discuss real-world examples of monopoly markets (e.g., local utilities, pharmaceuticals with patents).Explain why understanding price determination under monopoly is essential for economic analysis and decision-making.Development (20 minutes)<p>Monopoly Pricing:</p><ul style="list-style-type: none">Introduce the concepts of Total Revenue (TR), Total Cost (TC), and Profit (π).Explain the Marginal Revenue (MR) and Marginal Cost (MC) concepts, - highlighting how a monopolist determines the profit-maximizing output level where $MR = MC$.<p>Graphical Representation:</p><ul style="list-style-type: none">Draw and explain the Demand Curve, MR Curve, and MC Curve.Show how profit maximization occurs where MR equals MC, and how the monopolist sets the price based on the demand curve.Discuss the deadweight loss and how monopoly leads to market inefficiencies.<p>Price Discrimination:</p><ul style="list-style-type: none">Define price discrimination and explain the different types (first-degree, second-degree, third-degree).Use examples such as airline pricing or student discounts to illustrate how monopolists can increase profits by charging different prices to different consumers. <p>Activity: Case Study Analysis (15 minutes)</p> <ul style="list-style-type: none">Distribute a case study on a real-world monopoly and ask students to analyze how the monopolist sets prices and what impact it has on consumers.Group Discussion: Divide students into small groups to discuss the



	<p>case study and answer specific questions related to price determination and the effects on consumer welfare.</p> <ul style="list-style-type: none">- Class Discussion: Reconvene as a class and have groups share their findings. Facilitate a discussion on the implications of monopoly power.- https://hbsp.harvard.edu/coursepacks/1199077
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://www.jandkicai.org/pdf/16786Markets_Part_2.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 17	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Output determination under Monopoly	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Explain the concepts of marginal cost (MC), marginal revenue (MR), and average revenue (AR) in the context of a monopoly.Determine the profit-maximizing output and price for a monopolist.Analyze how a monopolist determines output and price under different cost conditions.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Icebreaker Question: Ask students to think of any product or service where they believe there's only one provider (e.g., a local utility company).- Discussion: Briefly introduce the concept of monopoly. Highlight the key characteristics: single seller, no close substitutes, and high barriers to entry.- Objective Overview: Share the objectives of the lesson with the students.Development (30 minutes)<ul style="list-style-type: none">- Marginal Cost (MC): Explain the concept of marginal cost and how it's calculated.- Marginal Revenue (MR) and Average Revenue (AR): Define these terms and explain their significance in a monopoly. Emphasize that in a monopoly, the MR curve lies below the AR curve due to the downward-sloping demand curve.- Profit Maximization: Introduce the concept that a monopolist maximizes profit where $MR = MC$.<p>Graphical Representation:</p><ul style="list-style-type: none">- On the board, draw the AR, MR, and MC curves. Demonstrate how the monopolist determines the profit-maximizing output (where $MR = MC$) and the corresponding price (from the AR curve).- Price and Output Determination: Explain step-by-step how to identify the profit-maximizing output and price.- Example: Provide a numerical example to show how a monopolist calculates profit-maximizing output and price.<p>Activity: Graph Making (5 minutes)</p><ul style="list-style-type: none">- Ask students to draw their own AR, MR, and MC curves based on a provided set of data.- Group Discussion: In pairs, students will determine the profit-maximizing output and price using their graphs.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 18	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Relevance of Perfect Competition and Monopoly	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the key characteristics of perfect competition and monopoly market structures.Analyze the relevance and applicability of perfect competition and monopoly in real-world markets.Compare and contrast the outcomes in terms of efficiency, consumer welfare, and market power under both market structures.Evaluate the limitations and benefits of both market structures in different economic contexts.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentationVideo
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Icebreaker Question: Ask students to name a few products they think are sold in highly competitive markets (e.g., agricultural products) and others that are sold by a single company or have few sellers (e.g., utilities or tech giants).- Discussion: Briefly introduce the concepts of perfect competition and monopoly. Highlight their defining characteristics: number of sellers, type of products, barriers to entry, and market power.- Objective Overview: Share the objectives of the lesson with the students.Development (30 minutes)<ul style="list-style-type: none">- Discuss the key characteristics of perfect competition: large number of small firms, homogenous products, free entry and exit, perfect information, and price-taking behavior.- Graphical Analysis: Illustrate how price and output are determined in a perfectly competitive market using demand and supply curves. Explain the concept of long-run equilibrium where firms earn normal profit.- Relevance in Real World: Discuss examples of markets that approximate perfect competition (e.g., agricultural markets) and why perfect competition is a useful theoretical benchmark.- Discuss the key characteristics of a monopoly: single seller, unique product with no close substitutes, high barriers to entry, and price-setting behavior.- Graphical Analysis: Demonstrate how a monopolist determines its profit-maximizing output and price using MR, MC, and AR curves. Highlight the concepts of consumer surplus, producer surplus, and deadweight loss.- Relevance in Real World: Discuss examples of monopolies or near-monopolies (e.g., utilities, patented drugs, or tech companies) and their implications for consumers and market efficiency.<p>Activity: Video Presentation (5 minutes)</p>



	<ul style="list-style-type: none">- Show a short video that presents real-world cases of both a perfectly competitive market and a monopoly. Examples might include agricultural markets for perfect competition and utilities or tech companies for monopolies.- https://www.youtube.com/watch?v=ZiuBWSFifoU
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 19	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Monopolistic Competition	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the characteristics of monopolistic competition.Differentiate between monopolistic competition and other market structures.Analyze the short-run and long-run equilibrium in monopolistic competition.Evaluate the implications of product differentiation and advertising on firms operating in monopolistic competition.Apply the concepts of monopolistic competition to real-world examples.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Begin by asking students to list different types of markets or businesses they are familiar with (e.g., fast food restaurants, clothing brands).- Discuss the variety of options within these markets.- Explain that today's lesson will focus on a specific type of market structure known as monopolistic competition, where many firms compete by offering differentiated products.Development (30 minutes)<p>Introduce the key features of monopolistic competition, including</p><ul style="list-style-type: none">- A large number of firms- Product differentiation- Freedom of entry and exit- Some control over pricing<p>Highlight the differences between monopolistic competition, perfect competition, and monopoly using a comparison table.</p><p>Explain and draw the short-run equilibrium graph where firms can make supernormal profits or losses.</p><p>Explain and draw the long-run equilibrium graph where firms make normal profits due to the entry of new firms.</p><p>Activity: Group Discussion (5 minutes)</p><ul style="list-style-type: none">- Divide students into small groups. Each group will select an industry (e.g., fast food, clothing, electronics) and discuss how it fits the characteristics of monopolistic competition.- Have groups present their findings to the class, focusing on how product differentiation and branding play a role.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://egyankosh.ac.in/bitstream/123456789/67489/1/Unit-11.pdf Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 20	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Oligopoly - Sweezy Model	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the key characteristics of oligopoly markets.Explain the assumptions and workings of the Sweezy (Kinked Demand Curve) Model in an oligopolistic market.Analyze the implications of price rigidity in oligopolistic markets.Apply the Sweezy Model to real-world examples of oligopolistic industries.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Begin with a brief discussion on different market structures (perfect competition, monopoly, monopolistic competition, oligopoly).Highlight the characteristics of an oligopoly: few firms, interdependence, barriers to entry, and non-price competition.Mention some real-world examples of oligopolistic markets (e.g., automobile, airline, and soft drink industries).Development (30 minutes)<ul style="list-style-type: none">Introduce the Sweezy Model, also known as the Kinked Demand Curve Model.Explain the assumptions:<ol style="list-style-type: none">Firms believe that competitors will match price decreases but not price increases.The demand curve is kinked at the prevailing price level, leading to a gap in the marginal revenue curve.Draw the kinked demand curve on the board, showing the elastic and inelastic segments.Explain how this leads to price rigidity in oligopolistic markets.Discuss the implications of the model: limited incentives to change prices, stability in prices despite changes in marginal cost.Illustrate the Sweezy Model using a graphical approach.Guide students through the process of drawing the kinked demand curve and the corresponding marginal revenue curve.Show how shifts in marginal cost within the gap do not affect the equilibrium price or output.Use a step-by-step approach to ensure all students can replicate the graph.<p>Activity: Think-Pair-Share (5 minutes)</p><ul style="list-style-type: none">Distribute handouts that include a brief description of an oligopolistic market scenario (e.g., the smartphone industry) and a few key questions.Ask students to pair up with a classmate sitting next to them. In pairs, students will discuss their individual thoughts on the scenario and the



	<p>questions provided.</p> <ul style="list-style-type: none">- After the pair discussions, ask each pair to share their insights with the class.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://agricecon.agriculturejournals.cz/pdfs/age/2017/07/01.pdf <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 21	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Pricing of Goods and Services - Pricing Factors	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Identify and explain the key factors that influence the pricing of goods and services. Analyze the impact of different pricing factors on business decisions. Apply the understanding of pricing factors to real-world scenarios.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> - Begin with a quick discussion by asking students: "What factors do you think businesses consider when setting the price of a product or service?" - List students' responses on the board. Development (20 minutes) <ol style="list-style-type: none"> Explanation of Pricing Factors <ul style="list-style-type: none"> - Explain how the cost of raw materials, labor, and overhead impacts pricing. - Discuss the relationship between demand and price, including concepts like elasticity of demand. - Highlight how competitors' pricing strategies influence a company's pricing decisions. - Explain how brand image, quality perception, and customer loyalty affect pricing. - Address how taxes, tariffs, and government regulations can influence pricing. - Explain how the cost of distribution and retail markups can affect the final price. - Discuss how different business objectives (e.g., market penetration, profit maximization) can influence pricing strategies. <p>Activity: Case Study Analysis (15 minutes)</p> <ul style="list-style-type: none"> - Present a brief case study where a company is setting the price for a new product. Include details on the cost, competition, market demand, and other relevant factors. - Divide students into small groups and ask them to decide on the best pricing strategy for the company based on the factors discussed. - Groups present their pricing decisions and rationale.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://hbsp.harvard.edu/product/W36937-PDF-ENG Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 22	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Pricing of Multiple Products	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none">Understand the concept of pricing strategies for multiple products.Identify different pricing approaches such as product line pricing, bundling, and optional product pricing.Analyze the factors influencing pricing decisions for multiple products.Apply pricing strategies in real-world business scenarios.
Teaching Aids (if any)	<ol style="list-style-type: none">Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Begin by asking students what they know about product pricing.- Discuss how pricing strategies may differ when dealing with multiple products.- Briefly outline the objectives of the lesson.Development (30 minutes)<ul style="list-style-type: none">- Explain the concept of setting different prices for different products within the same product line (e.g., economy, standard, premium).- Discuss the strategy of selling multiple products together at a lower combined price than if sold separately (e.g., software suites).- Cover how companies might price optional or accessory products (e.g., car accessories).- Discuss factors such as cost, competition, customer demand, and product lifecycle.- https://www.youtube.com/watch?v=GKaqFyXt-rU<p>Activity: Group Activity (5 minutes)</p><ul style="list-style-type: none">- Divide students into small groups and provide them with a scenario where they have to set prices for a product line of smartphones, including optional features and bundles.- Each group will present their pricing strategy and justify their decisions.
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents
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Lesson Plan No. 23	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Product Bundling	

Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of product bundling, its types, and the strategic advantages it offers to businesses. b. Analyze real-world examples of product bundling and assess their effectiveness. c. Develop a basic product bundling strategy for a given product or service.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<p>Introduction (5 minutes) - Start with a quick discussion asking students if they have ever bought a bundle (e.g., fast food meal deals, tech product bundles).</p> <p>2. Development (30 minutes) - Definition of Product Bundling: Introduce the concept of product bundling by defining it: - Types of Product Bundling Explanation of Different Types: Pure Bundling: Products are only sold as part of a bundle. Mixed Bundling: Customers can buy products individually or as part of a bundle. Leader Bundling: A popular product is bundled with less popular items. Joint Bundling: Multiple brands or companies collaborate to create a bundle.</p> <p>- Activity (10 minutes)</p> <p>Divide students into small groups and assign each group a product (e.g., smartphone, fitness equipment, software).</p> <p>Task each group to develop a bundling strategy, including the type of bundling, target market, pricing, and promotional strategy.</p> <p>Provide each group with a worksheet to guide their planning.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents
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Lesson Plan No. 24	Course Name: Managerial Economics	Course No.: OEC 701 C
	Topic: Peak-load Pricing	

Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of peak-load pricing, its purpose, and its application in various industries. b. Analyze real-world examples of peak-load pricing and evaluate their effectiveness. c. Develop a basic peak-load pricing strategy for a given service or industry.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<p>Introduction (5 minutes)</p> <ul style="list-style-type: none">- Start with a quick discussion asking students if they have ever noticed different prices for the same product or service at different times (e.g., electricity rates during peak hours, ticket prices for events, ride-sharing surge pricing).- Introduce the concept of peak-load pricing by defining it and explaining its relevance in managing demand during peak periods. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Definition of Peak-Load Pricing: Introduce the concept of peak-load pricing: pricing strategy used to manage demand by charging higher prices during peak periods and lower prices during off-peak periods.- Purpose and Application of Peak-Load Pricing: Explain how peak-load pricing helps businesses manage capacity constraints and optimize resource allocation. Discuss industries where peak-load pricing is commonly used (e.g., utilities, transportation, hospitality). <p>3. Activity (10 minutes)</p> <p>Divide students into small groups and assign each group a specific service or industry (e.g., electricity supply, ride-sharing services, airline tickets).</p> <p>Task each group to develop a peak-load pricing strategy, including the identification of peak and off-peak periods, pricing levels, and communication strategy to customers.</p> <p>Provide each group with a worksheet to guide their planning..</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions- What is peak-load pricing, and why is it used? Who benefits from peak-load pricing, and how? How would you apply peak-load pricing in a different industry?2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents



Lesson Plan No. 25	Course Name: Managerial Economics Topic: Cost-plus or Mark-up Pricing	Course No.: OEC 701 C
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of cost-plus or mark-up pricing and its application in business. b. Calculate the selling price using the cost-plus pricing method. c. Analyze the advantages and limitations of using cost-plus pricing in different market scenarios.
Teaching Aids (if any)	a. PPT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Start with questions to engage students:<ul style="list-style-type: none">- What factors do you think influence how businesses set their prices?- Have you ever considered how companies decide on the mark-up for their products?- Introduce the concept of cost-plus pricing by explaining how businesses add a mark-up to the cost of a product to determine its selling price.2. Development (30 minutes)<ul style="list-style-type: none">- Concept of Cost-Plus or Mark-Up Pricing- Define cost-plus pricing: a pricing strategy where a fixed percentage is added to the total cost of producing a product to determine its selling price.- Explain the formula: $\text{Selling Price} = \text{Cost of Production} + \text{Mark-Up}$.- Use a simple example to illustrate how to calculate the selling price using cost-plus pricing.- Calculation of Mark-Up- Discuss different types of costs involved (fixed and variable costs).- Demonstrate how to calculate the mark-up based on a percentage of the total cost.- Provide a step-by-step calculation example on the board, and ask students to solve a similar problem using calculators.- Advantages and Limitations of Cost-Plus Pricing- Discuss the strategic advantages of cost-plus pricing, such as simplicity, ease of application, and ensuring a profit margin.- Highlight the limitations, including potential issues with demand elasticity, competition, and market conditions.- Encourage students to think critically about when cost-plus pricing might be beneficial or disadvantageous for a business.3. Exercise (5 minutes) –



	<p>Ask the students to</p> <ul style="list-style-type: none">- Perform a quick calculation exercise to determine the selling price of a product using cost-plus pricing.- One-minute summary on the advantages and limitations of cost-plus pricing.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- https://www.ajbmr.com/articlepdf/aus_20_63i2n1a6.pdf3. Homework<ul style="list-style-type: none">- Revise the lesson and watch the video https://www.youtube.com/watch?v=d5RSaavKIKE <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions<ul style="list-style-type: none">What is cost-plus pricing, and why might a business choose this method?Who benefits the most from cost-plus pricing strategies?How would you apply cost-plus pricing in different market scenarios? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 26	Course Name: Managerial Economics	Course No.: OEC 701 (C)
	Topic: Cyclical Pricing; Price Discrimination	

Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none">a. Understand the concepts of cyclical pricing and price discrimination.b. Differentiate between cyclical pricing and price discrimination.c. Analyze real-world examples of both pricing strategies and assess their effectiveness.d. Discuss the ethical implications of price discrimination.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) -Begin by asking students, "Where does the money go when you buy something?" - Encourage students to think about how money moves through the economy.2. Development (30 minutes) - Cyclical Pricing Definition and Concept: Introduce cyclical pricing as a strategy where prices are adjusted based on the business cycle, seasonal demand, or other cyclical factors. Explain how businesses use cyclical pricing to optimize profits during high-demand periods and maintain sales during low-demand periods. Examples and Application: Provide examples such as holiday pricing for travel and accommodation, seasonal discounts, and clearance sales. Discuss how cyclical pricing can affect consumer behavior and business revenue. Define price discrimination as a pricing strategy where a company charges different prices to different customers for the same product or service, based on willingness to pay, demographics, or purchase quantity. Explain the three degrees of price discrimination:<ul style="list-style-type: none">- First-degree (Personalized Pricing): Charging the maximum price each consumer is willing to pay.- Second-degree (Quantity Discounts): Offering discounts based on the quantity purchased.- Third-degree (Group Pricing): Charging different prices to different consumer groups (e.g., student discounts, senior citizen discounts).https://www.youtube.com/watch?v=vfdXDqJ66pU <p>Activity: Group Exercise (5 minutes)</p> <ul style="list-style-type: none">- Divide students into small groups and give each group a scenario (e.g., a new factory opens, a government increases taxes, an export



	<p>boom occurs).</p> <ul style="list-style-type: none">- Ask groups to map out the circular flow of economic activity based on their scenario.- Encourage them to consider how each sector is affected and interacts with the others.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Managerial Economics by Paul G. Keat, Philip K.Y. Young https://egyankosh.ac.in/bitstream/123456789/19172/1/Unit-2.pdf <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions: What is cyclical pricing, and how does it benefit businesses? What are the different degrees of price discrimination, and in what scenarios are they used? What ethical issues arise from price discrimination, and how can they be addressed?2. Quiz Spend 5 minutes evaluating student assimilation of the lesson contents