



Kot Bhalwal, Jammu



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

Department of Electrical Engineering

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 | 7th |
| 5. | Number of Lesson plans | 38 |
| 6. | Faculty Assigned | Mr. Bhanu Pratap Singh |

Bhanu Pratap

Faculty Signature



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| Lesson Plan No. 1 | Course Name: Managerial Economics Topic: Introduction to Managerial Economics | 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"> articulate the concept of Managerial Economics Understand the importance and integration of Managerial Economics for Business decision making. Discuss the nature and Scope of Managerial Economics |
| Teaching Aids (if any) | <ol style="list-style-type: none"> Use of Nearpod tool for online quiz |
| Teaching Development | <ol style="list-style-type: none"> Introduction (10 minutes) <ul style="list-style-type: none"> Ask questions What do you know about Economics? Why do people Economise? Introduce the concept of Managerial Economics. Show Figure on slide. Talk about what was the need of Managerial Economics to emerge as a separate branch of economics. Introduce the formal definition of Managerial Economics Development (30 minutes) <ol style="list-style-type: none"> Importance of Managerial Economics <ul style="list-style-type: none"> Highlight the important characteristics and how it is a useful tool for decision making. Show Figure to explain the integration of Managerial Economics with Economics. Show Figure for Application of Economics in Business Decision Making. Discuss with examples how managerial economics is used in Business. Scope Of Managerial Economics <ul style="list-style-type: none"> MicroEconomics <ul style="list-style-type: none"> Discuss the various theories under Microeconomics Theory of Consumer Demand Theory of Production Theory of Cost Theory of Price Determination Theory of Capital and Investment Decisions MacroEconomics <ul style="list-style-type: none"> Economic Environmnet Social Environment Political Environment Legal Environment Exercise (5 minutes) – Conduct Quiz Using Nearpod to collect responses and discuss the answers. |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi <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. Nearpod Quiz on Managerial Economics <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 2 | Course Name: Managerial Economics Topic: Utility Concept and Law of Diminishing Marginal Utility | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. articulate the concept of Demand b. Analyse the basics of Demand-Utility Concept. c. Discuss the Law of Diminishing Marginal Utility | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz b. YouTube Video Link: https://www.youtube.com/watch?v=YhqqWKw_OGs | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions What is demand? What are the components that create demand?- Introduce the formal definition of demand.- Give Examples to further explain demand.2. Development (30 minutes)<ol style="list-style-type: none">a. Basis of Demand-Utility Concept<ul style="list-style-type: none">-Types of Utility-Ordinal Utility- Cardinal Utility- Total Utility-Marginal Utilityb. Utility<ul style="list-style-type: none">-Product Angle with examples-Commodity Angle with examplesc. Law of Diminishing Marginal Utility<ul style="list-style-type: none">- Statement of The Law- Assumptions of the Law- Figure to be shown for Illustration of the Law- Figure showing Demand Schedule- Figure of Diminishing Curve to be Explained- Video on the Law of Diminishing Marginal Utility https://www.youtube.com/watch?v=YhqqWKw_OGsc. Exercise (5 minutes) – Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi <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. Nearpod Quiz on Managerial Economics <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 3 | Course Name: Managerial Economics Topic: Law of Demand | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Law of Demand b. Analyse the Factors behind law of demand. c. Articulate the concept of Demand Function d. Analyse the reasons for the shift in the demand curve | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Recaptulate the concept of demand- Ask Questions What are the components that create demand?- Give Examples of demand.2. Development (30 minutes)<ol style="list-style-type: none">a. Law of Demand<ul style="list-style-type: none">-Statement of The Law-Demand Function Individual Demand FunctionMarket Demand Functionb. Factors Behind Law of Demand<ul style="list-style-type: none">- Income Effect- Substitution Effect- Maximum Utilising Behaviourc. Exceptions to the Law of Demand<ul style="list-style-type: none">- Giffen Goods- Status Goods- Consumer Expectation Regarding Future Pricesd. Shift in the Demand Curve<ul style="list-style-type: none">- Leftward Shift in Demand Curve- Rightward Shift in Demand Curve- Reasons for Shift in the Demand Curve <p>Exercise (5 minutes) – Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, VarshneyMaheshwari <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. Nearpod Quiz on Managerial Economics <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 4 | Course Name: Managerial Economics Topic: Determinants of Demand | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Analyse the determinants of demand. b. Illustrate the determinants with the help of examples. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz | |
| Teaching Development | <ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Recaptulate the concept of demand- Ask Questions What are the components that create demand?- Give Examples of demand.Development (30 minutes)<ol style="list-style-type: none">Determinants of Demand<ul style="list-style-type: none">-Price of the Product-Price of the Related Goods-Consumer Income-Consumer Expectations-Population-Consumer Taste and Advertising-Demonstration Effect-Availability of Consumer Credit facility-Distribution of National Income-Consumer Taste and Preferences <p>Exercise (5 minutes) – Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |
| Closure | <ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the University Questions from the Syllabus.Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p>Spend 5 minutes to wrap up and consolidate the learnings</p> | |
| Evaluation | <ol style="list-style-type: none">Reflective Questions (What, Why, Who?). Allow students to answer and discuss.Nearpod Quiz on Managerial Economics <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> | |



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| Lesson Plan No. 5 | Course Name: Managerial Economics Topic: Types of Demand | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the various types of Demand b. Illustrate the various types of demand with examples. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz b. Video on You Tube c. Collaborative Board using Nearpod | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Recapitulate the concept of demand- Ask QuestionsWhat are the producer and consumer goods? Give Examples of producer and consumer goods.- Difference between Individual and Market Demand.2. Development (30 minutes)<ol style="list-style-type: none">a. Types of Demand<ul style="list-style-type: none">-Demand for Consumer Goods- Demand for Producer Goods-Autonomous Goods-Derived Demand-Individual Demand-Market Demand-Firm Demand-Industry Demand-Short Run Demand-Long Run Demand-Demand for Durable Goods-Demand for Perishable Goodsb. Show Video on Types of Demand (5 Mins) https://www.youtube.com/watch?v=5X91ZcDzQ7Ic. Collaborative Board Activity on Nearpod for examples on types of demand. <p>Exercise (5 minutes) – Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <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. Nearpod Quiz on Managerial Economics <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 6 | Course Name: Managerial Economics Topic: Indifference Curves | Course No.: OEC-701 (C) |
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| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Indifference Curves. b. Analyse the various properties of Indifference Curves. |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz b. Draw Figures using Wacom Tablet. |
| Teaching Development | <ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Recapitulate the concept of Utility.- Ask Questions What is utility from the product angle? - What is utility from the consumer angle?- Examples of utility from the product and the consumer angle.Development (40 minutes)<ol style="list-style-type: none">Concept of Indifference CurvesFigure of Indifference Curve ScheduleFigure of Indifference CurveAssumptions of Indifference Curve<ul style="list-style-type: none">- Rational Behaviour of Consumer- Transitivity in Choice Making- Goods Consumed are substitutableProperties of Indifference Curves<ul style="list-style-type: none">-Slopes Downward-Convex to Origin-Higher Level of Satisfaction <p>Exercise (5 minutes) – Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> |
| Closure | <ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the University Questions from the Syllabus.Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p>Spend 5 minutes to wrap up and consolidate the learnings</p> |
| Evaluation | <ol style="list-style-type: none">Reflective Questions (What, why, Who?). Allow students to answer and discuss.Nearpod Quiz on Managerial Economics, Spend 5 minutes to evaluate student assimilation of the lesson contents |



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| Lesson Plan No. 7 | Course Name: Managerial Economics Topic: 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: a. To Understand the concept of Elasticity of Demand. b. To Analyse the various types of Elasticity. c. To Analyse the factors affecting various types of elasticity. |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Wacom tablet c. Quiz on Nearpod |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Introduce the concept of Elasticity.- Give examples to show the difference between elastic and inelastic.2. Development (30 minutes)<ol style="list-style-type: none">a. Importance of Elasticityb. Types of Elasticityc. Price Elasticity<ul style="list-style-type: none">-Perfectly Elastic-Perfectly Inelastic-Relatively Elastic-Relatively Inelastic-Unit Elasticity- Determinants of Price Elasticityd. Income Elasticity of Demand<ul style="list-style-type: none">-Concept of Income Elasticity-Positive Income Elasticity-Zero Income Elasticity- Negative Income Elasticity-Uses of income elasticitye. Cross Elasticity of Demand<ul style="list-style-type: none">-Substitute Goods-Complementary goods-Unrelated Goods <p>Exercise (5 minutes) – Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <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. Nearpod Quiz on Managerial Economics.3. Send an assignment to students on google classroom on the types of elastic and inelastic goods. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 8 | Course Name: Managerial Economics Topic: Demand Forecasting | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Demand Forecasting. b. To Analyse the steps in demand forecasting. c. To Analyse the various types of techniques of demand forecasting. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Collaborative Board | |
| Teaching Development | <ol style="list-style-type: none">Introduction (5 minutes) Ask Questions<ul style="list-style-type: none">- What is Forecasting- Need for Forecasting- Is forecasting really requiredDevelopment (40 minutes)<ol style="list-style-type: none">Importance and concept of Demand Forecasting.Figure shown to illustrate the steps in Demand ForecastingSurvey Methods<ul style="list-style-type: none">-Consumer Survey Method-Opinion Poll MethodStatistical Methods<ul style="list-style-type: none">-Trend Projection-Barometric Method-Econometric Methods <p>Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |
| Closure | <ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the University Questions from the Syllabus.Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p>Spend 5 minutes to wrap up and consolidate the learnings</p> | |
| Evaluation | <ol style="list-style-type: none">Reflective Questions (What, why, Who?). Allow students to answer and discuss.Nearpod Quiz on Managerial Economics. Send an assignment to students on google classroom on the types of elastic and inelastic goods. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> | |



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| Lesson Plan No. 9 | Course Name: Managerial Economics Topic: Circular Flow of Economic Activity | Course No.: OEC-701 (C) |
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| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Circular Flow of Economic Activity. b. To Analyse the various models of economic activity. c. To Analyse the significance of circular flow of economic activity. |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - Economic Activity - Examples of Economic Activities 2. Development (40 minutes) a. Importance and concept of Circular flow of Income. b. Significance of Circular flow of Income. c. Figure shown to illustrate the concept and explain. d. Figure shown for Circular flow of Income. - Firms - Households - Government - Financial Institutions - Foreign Sector e. Types of Models -Two Sector Model with figure shown on slide -Three Sector Model with figure shown on slide -Four Sector Model with figure shown on slide. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings |



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| Evaluation | <ol style="list-style-type: none">1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.2. Nearpod Quiz on Managerial Economics. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |
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| Lesson Plan No. 10 | Course Name: Managerial Economics Topic: Case Study | Course No.: OEC-701 (C) |
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| Objectives | <p>After completion of this case, students will be able to better understand and analyze</p> <ul style="list-style-type: none">· a. the competitive dynamics and possible strategic choices for the company to address multiple challenges; ·b. the strategies already adopted by Netflix and whether the chosen subscription- based business model in India has the potential to take on the existing competition in the SVoD industry;c the sustainability of the subscription model;d. the vast diversity in terms of language, culture, and socioeconomic conditions in the Indian market·e. the impact of other hurdles like competitors, censorship, and a lack of infrastructure on growth potential; andf the application of various models such as Porter’s five forces, SWOT, VRIO, and PESTEL to plan a strategy for the company to penetrate the Indian market. |
| Teaching Aids (if any) | a. Chalk and talk |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)2. Development (40 minutes) <p>How should Netflix analyze differences or distances between India and its other markets while crafting strategies for the Indian market and consumer? (CAGE model)</p> <p>Analyze the macro-environmental factors affecting Netflix in India to ascertain the best strategies for the company. (PESTEL analysis)</p> <ol style="list-style-type: none">3. Analyze the level of competitiveness in the SVoD industry in India using Porter’s five forces model.4. Conduct a SWOT analysis of the business model adopted by Netflix in the Indian market.\5. Evaluate and assess the resources and capabilities of Netflix using the VRIO framework.6. What strategies should Netflix follow in order to succeed in the Indian market? |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Questions from the Case3. Suggested Reading <p>Barney and Patricia Gorman Clifford, “A Valuable Chain: Real World Strategies for Analyzing the Value Chain, Applying the VRIO Framework (Resource Based View), and Recognizing Core Competencies,” in <i>What I Didn't Learn in Business School: How Strategy Works in the Real World</i> (October 2010): 1–18.</p> <p>rin Anderson and Hubert Gatignon, “Firms and the Creation of New Markets,” in <i>Handbook of New Institutional Economics</i>, ed. Claude Ménard and Mary M. Shirley (Springer: Heidelberg, Germany, 2005): 401–431.</p> <p>· Pankaj Ghemawat, “Managing Differences: The Central Challenge of Global Strategy,” <i>Harvard Business Review</i> 85, no. 3 (2007): 58–68. Available from Ivey Publishing, product no. R0703C. · Michael E. Porter, “How Competitive Forces Shape Strategy,” <i>Harvard Business Review</i> (March 1979): 21–38, accessed September 14, 2016, https://hbr.org/1979/03/how-competitive-forces-shape-strategy. · Edward Giesen, Eric Riddleberger, Richard Christner, and Ragna Bell, “When and How to Innovate Your Business Model,” <i>Strategy & Leadership</i> 38, no. 4 (2010): 17–26.</p> <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. Nearpod Quiz on Managerial Economics. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 11 | Course Name: Managerial Economics Topic: Production Function and Short Run Law of Production | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Production Function b. Articulate the difference between Long Run and Short Run Production Function. c. To Analyse the Short Run Law of production through schedule and graph. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What is production in general - What is production in the economic sense 2. Development (35 minutes) a. Importance and concept of Production Function b. Illustrate the difference in production function in short run and long run. c. Discuss the statement of Short Run Law of Production. d. Assumptions of Short Run Law of Production e. Three Stages of Short Run Law of Production -Increasing Returns -Constant Returns - Decreasing Returns f. Graphs shown on slide for total productivity, average and marginal productivity of labour. g. Example on Slide to show the calculation of optimum labour output. h. Factors behind Short Run Law of production. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.(5 Mins)2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p style="text-align: center;">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. Nearpod Quiz on Managerial Economics.4. Spend 5 minutes to evaluate student assimilation of the lesson contents |



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| Lesson Plan No. 12 | Course Name: Managerial Economics Topic: Long Run Law of Production | Course No.: OEC-701 (C) |
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| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Long Run Law of Production. b. Articulate the factors behind the law of Returns to Scale. |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet |
| Teaching Development | <ol style="list-style-type: none">Introduction (5 minutes)Ask Questions<ul style="list-style-type: none">- What is production function- What are the factors variable in the short run as well as long run.Development (35 minutes)<ol style="list-style-type: none">Importance of Long Run Law of Production.Statement of Long Run Law of Production.Increasing Returns to Scale<ul style="list-style-type: none">- Figure Shown on Slide- Causes of Increasing Returns to Scale.Constant Returns to Scale<ul style="list-style-type: none">- Graph Shown on Slide- Causes of Constant Returns to Scale.Decreasing Returns to Scale<ul style="list-style-type: none">-Graph Shown on Slide-Causes of Decreasing Returns to ScaleExercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. |
| Closure | <ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.(5 Mins)Discuss the University Questions from the Syllabus.Suggested Reading Managerial Economics by DN Dwivedi, Varshney <p>Maheshwari Spend 5 minutes to wrap up and consolidate the learnings</p> |



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Evaluation

1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.
 2. Nearpod Quiz on Managerial Economics.
- Spend 5 minutes to evaluate student assimilation of the lesson contents





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| Lesson Plan No. 13 | Course Name: Managerial Economics Topic: Isoquants and Their properties | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Isoquant Curves. b. Articulate the assumptions of Isoquant Curves. c. Analyse the various properties of Isoquants. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What is indifference Curve - Give example for indifference curve 2. Development (35 minutes) a. Importance and concept of Isoquants. b. Schedule for Isoquant on slide to explain. c. Isoquant Curve on slide. d. Assumptions of Isoquants. e. Types of Isoquants -Linear Isoquant -L-Shaped Isoquant -Kinked or programming Isoquant. f. Properties of Isoquants. -Convex to origin -Negatively Sloped -Upper Indifference Curves represent higher level of satisfaction. -Cannot Intersect each other Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 14 | Course Name: Managerial Economics Topic: Analytical and Accounting Concepts | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the Concept of Cost Analysis. b. Analyse the various types of Accounting Concepts. c. Analyse the various types of Analytical Concepts. d. Articulate the various examples of Analytical and Accounting Concepts. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes)Ask Questions - What is Fixed Cost and Variable Cost - What is Total, Average and Marginal Cost 2. Development (35 minutes) a. Importance of Studying the Cost Concepts in Managerial Economics. b. Figure on Slide shown for Types of Cost. c. Accounting Concepts: -Opportunity Cost -Actual Cost -Business cost -Full Cost -Explicit Cost -Implicit Cost -Out of Pocket Cost -Book Cost d. Analytical Cost - Fixed Cost - Variable Cost - Total, Average, Variable Cost -Short Run and Long Run Cost -Incremental Cost - Sunk Cost -Historical Concept -Replacement Cost - Private Cost - Social Cost Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <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. Nearpod Quiz on Managerial Economics. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 15 | Course Name: Managerial Economics Topic: Economies of Scale and Scope | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the Concept of Economies of Scale. b. Differentiate between Economies of Scale and Economies of Scope. c. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What are Economies, Scope and Scale 2. Development (40 minutes) a. Importance of Economies of Scale b. Effect of Economies on Production Cost c. Types of Economies of Scale -Internal Economies of Scale -External Economies of Scale d. Source of Economies of Scale - Purchasing - Managerial - Technological e. Benefits of Economies of Scale f. Concept of Economies of Scope g. How to achieve Economies of Scope - Flexible Manufacturing -Related Diversification - Mergers h. Figure on slide to show the difference between Economies of Scale and Scope. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |



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| Evaluation | <ol style="list-style-type: none">1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.2. Nearpod Quiz on Managerial Economics. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |
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| Lesson Plan No. 16 | Course Name: Managerial Economics Topic: Numerical on Demand and Production Function | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To apply the concept of demand analysis for solving practical numericals. b. Apply the production concepts to calculate the optimum output and profit. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | <p>1. Introduction (5 minutes) Ask Questions</p> <ul style="list-style-type: none">- What is Demand, Elasticity of Demand- Condition for Profit Maximisation <p>2. Development (40 minutes)</p> <ul style="list-style-type: none">a. Recapitulate the concept of Demand, Elasticity of Demandb. Recapitulate the concept of Production and conditions for optimum output.c. Discuss the basic formulas of Integration and Elasticity concept.d. Discuss Numerical on Demande. Discuss the numerical on Production conceptf. Give practice numerical in class to solve. <p>Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |
| Closure | <p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Discuss the University Questions from the Syllabus.</p> <p>3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p> | |



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Evaluation

1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.
2. Nearpod Quiz on Managerial Economics.
Spend 5 minutes to evaluate student assimilation of the lesson



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| Lesson Plan No. 17 | Course Name: Managerial Economics Topic: Market Structure | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the Concept of Market Structure. b. To Analyse the types of Market Structure. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What is Market - Parties Involved in a Market 2. Development (30 minutes) a. Concept of Market b. Concept of Market Structure c. Components of Market Structure d. Figure on Slide to show the Market Structure Based on Competition. e. Perfect Competition Market Structure f. Imperfect Competition Market Structure - Monopoly - Monopolistic Competition - Duopoly - Oligopoly - Monopsony - Duopsony - Oligopsony Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |



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Evaluation

1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.
2. Nearpod Quiz on Managerial Economics.
Spend 5 minutes to evaluate student assimilation of the lesson



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| Lesson Plan No. 18 | Course Name: Managerial Economics Topic: Pricing under Perfect Competition | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept and features of perfect competition. b. To Analyse the price determination under perfect competition. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - Recapitulate the concept of Market Structure 2. Development (30 minutes) a. Concept of Perfect Competition b. Features of Perfect Competition c. Demand Under Perfect Competition d. Supply Under Perfect Competition. e. Perfect Competition Market Structure f. Equilibrium under perfect competition g. Price and Output Determination -Perfect Competition - Market Period (Figure on Slide) - Short Run (Figure on Slide) - Long Run (Figure on Slide) Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 19 | Course Name: Managerial Economics Topic: Pricing under Monopolistic Competition | Course No.: OEC-701 (C) |
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| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept and features of monopolistic competition. b. To Analyse the price and output determination under monopolistic competition. |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - Recapitulate the concept of Imperfect Competition. 2. Development (30 minutes) a. Concept of Monopolistic Competition b. Features of Monopolistic Competition c. Figure on Slide showing Revenue Curve for Monopolistic Competition d. Figure Showing Price determination for monopolistic competition under Short Run e. The Graph will be drawn on Board and students shall be asked to draw it parallelly. f. Price and Output determination for Monopolistic competition under Long Run. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents |



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| Lesson Plan No. 20 | Course Name: Managerial Economics Topic: Pricing and Output Determination under Monopoly | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept and features of Monopoly. b. To Analyse the price and output determination under Monopoly. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What is a monopoly Market? - Give examples of Monopoly market in different sectors 2. Development (30 minutes) a. Concept of Monopoly Market Structure b. Features of Monopoly Market Structure. c. Figure Showing Price determination for monopolistic competition under Short Run d. The Graph will be drawn on Board and students shall be asked to draw it parallelly. e. Price and Output determination for Monopoly under Long Run. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 21 | Course Name: Managerial Economics Topic: Price Discrimination Under Monopoly | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Price Discrimination. b. Articulate the features of Price Discrimination. c. Analyse the degrees of price discrimination under Monopoly. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) -Recapitulate the concept of Monopoly -what is price discrimination 2. Development (30 minutes) a. Concept of Price Discrimination. b. Conditions of Price Discrimination. c. Ways of Division of Customers on the basis of: -Geography -Age -Gender -Time -Race -Language d. First Degree Price Discrimination -Figure shown on Slide for Price Discrimination- First Degree. e. Second Degree Price Discrimination -Figure shown on Slide for Price Discrimination- Second Degree f. Third Degree Price Discrimination -Figure shown on Slide for Price Discrimination- Third Degree Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <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. Nearpod Quiz on Managerial Economics. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 22 | Course Name: Managerial Economics Topic: Oligopoly Market Structure | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Oligopolistic Market Structure. b. Articulate the sources and features of Oligopoly. c. Analyse how the prices and output are determined under Sweezy's Oligopoly Model. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) -Brief Introduction of Oligopoly Market Structure. -Discuss Examples of Oligopoly Market Structure. 2. Development (30 minutes) a. Concept of Oligopoly Market Structure. b. Sources of Oligopoly. c. Characteristics of Oligopoly. d. Sweezy's Kinked Demand Curve - Draw the graph on Board and ask the students to draw it parallelly. e. Discuss the reasons for the Kink in the demand Curve. Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 23 | Course Name: Managerial Economics Topic: Numerical Class on Market Structure | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Apply the concepts of market structures to solve numerical problems. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) - Discuss the profit maximisation condition under monopoly and monopolistic competition. 2. Development (30 minutes) - Numerical Problems on TC, AC and MC. - Numerical Problem on Monopoly - Numerical Problem on Monopolistic Competition. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 24 | Course Name: Managerial Economics Topic: Pricing Introduction | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Understand the Pricing Concept and its Objectives. b. Analyse Various types of Pricing. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)Ask Questions<ul style="list-style-type: none">- What do you understand by Pricing?- Is Pricing same as cost.2. Development (40 minutes)<ol style="list-style-type: none">a. Importance of Pricing.b. Importance of Pricing to Economy.c. Importance to the Organisation.d. Importance to the Customers.e. Figure to show the pricing objectives.f. Pricing Objectives<ul style="list-style-type: none">-Target ROI-Price Stability-Market Shareg. Types of Pricing<ul style="list-style-type: none">-Cost Based Pricing-Based on Firm's Objective-Competition Based Pricing-Product Life Cycle Pricing-Cyclical PricingExercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <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. Nearpod Quiz on Managerial Economics. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> | |



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| Lesson Plan No. 25 | Course Name: Managerial Economics Topic: Pricing Strategies | 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 Sealed Bid Pricing. b. Understand the concept of customary Pricing. c. Articulate the going rate pricing. d. Articulate the concept of Cyclical Pricing, Rigid Pricing, Flexible Pricing. |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What do you understand by Pricing? - Is Pricing same as cost. 2. Development (40 minutes) a. Importance of Pricing. b. Pricing Methods: -Going Rate Pricing - Customary Pricing -Sealed Bid Pricing - Cyclical Pricing. - Rigid Pricing. -Flexible Pricing - Discuss Real life examples of each type of Pricing. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents |



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| Lesson Plan No. 26 | Course Name: Managerial Economics Topic: Pricing Over Product Life Cycle | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Understand the Concept of Product Life Cycle. b. Analyse pricing strategies over product life cycle. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What do you understand by Product? - What is product life cycle? 2. Development (40 minutes) a. Importance of Product life cycle. b. Product Life Cycle Phases: -Introduction -Price Skimming - Price Penetration -Limitations of Penetration Pricing. -Figure on phases of Product Life Cycle shown on Slide. - Growth Stage - Maturity Stage -Decline Stage - Discuss Real life examples of each type of Pricing. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 27 | Course Name: Managerial Economics Topic: Peak Load Pricing | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Understand the Concept of Peak Load Pricing. b. Analyse double pricing system with examples. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) - Concept of Peak and Off Peak - Give Examples from day-to-day life. 2. Development (40 minutes) a. Introduction to concept of Peak Load Pricing. b. Explain the peak and off-peak period with example. -Figure of peak and off-peak periods shown on the graph. c. Advantages of Peak Load Pricing d. Disadvantages of Peak Load Pricing. Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 28 | Course Name: Managerial Economics Topic: Product Bundling and Transfer Pricing | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Understand the concept of product bundling. b. Analyse the transfer pricing. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Recapitulate the Concept of Product and Pricing- Give Examples from day-to-day life.2. Development (40 minutes)<ol style="list-style-type: none">a. Introduction to concept of Product Bundling Pricing.b. Importance of Product Bundling.c. Types of product Bundling<ul style="list-style-type: none">-Pure Bundle-New Product Bundles- Mix and Match Bundles-Cross Sell Bundles-Gifting Bundles-Inventory Clearance Bundles-Buy One Get One Bundlesd. Transfer Pricing.<ul style="list-style-type: none">-Objectives of Transfer Pricing-Figure Shown on Slide for Transfer Pricinge. Transfer Pricing Methods<ul style="list-style-type: none">-Market Based Transfer Price-Cost Based Transfer Price-Negotiated Transfer Pricef. Benefits of Transfer Pricing.g. Challenges of Transfer Pricing<ul style="list-style-type: none">- Performance Measurement- Taxation- <p>Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |



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| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, VarshneyMaheshwari <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. Nearpod Quiz on Managerial Economics. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p> |



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| Lesson Plan No. 29 | Course Name: Managerial Economics Topic: Multiple Product Pricing, Psychological Pricing | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Articulate the Concept of Multiple Product Pricing. b. Understand the concept of Psychological Pricing. c. Illustrate the various types of Psychological Pricing. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Concept of Multiple Product Pricing- Give Examples from day-to-day life.2. Development (40 minutes)<ol style="list-style-type: none">a. Introduction to concept of Psychological Pricing.b. Importance of Psychological Pricing.c. Types of Psychological Pricing:<ul style="list-style-type: none">-Reference Pricing-Multiple Unit Pricing- Odd Even Pricing-Prestige Pricing-Bundle Pricing-Inventory Clearance Bundles-Buy One Get One Bundlesd. Benefits of Psychological Pricing.e. Challenges of Psychological Pricing. <p>Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |
| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p>Spend 5 minutes to wrap up and consolidate the learnings</p> | |



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| Evaluation | <ol style="list-style-type: none">1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.2. Nearpod Quiz on Managerial Economics. |
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| Lesson Plan No. 30 | Course Name: Managerial Economics Topic: Price Discrimination | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Understand the Concept of Price Discrimination. b. Articulate the conditions of price discrimination. c. Analyse the ways to Separate Customers. d. Evaluate the pricing technique under degrees of discrimination. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) - Recapitulate the Concept of Pricing under Monopoly. - Ask the conditions of Monopoly 2. Development (40 minutes) a. Concept of Pricing Discrimination. b. Condition of Price Discrimination. c. Ways to Separate Customers d. First Degree Discrimination - Figure shown on slide for first degree discrimination. e. Second Degree Discrimination -Figure shown on slide for second degree discrimination f. Third Degree Price Discrimination - Figure shown on slide for third degree discrimination Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 31 | Course Name: Managerial Economics Topic: Introduction to Macro Economics | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Macroeconomics. b. Articulate the importance and scope of Macroeconomics. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What do you interpret from Macro? - What is the difference between Micro and Macro? 2. Development (40 minutes) a. Introduce the concept of Macroeconomics b. Figure shown on slide to further explain c. Importance of MacroEconomics d. Scope of MacroEconomics e. MacroEconomics f. Macro-Economic Indicators - Real Gross Domestic Product - Unemployment Rate - Inflation Rate - Interest Level - Level of the Stock Market - Exchange Rate Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 32 | Course Name: Managerial Economics Topic: National Income | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of National Income. b. Analyse the methods and measures of National Income. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes) Ask Questions<ul style="list-style-type: none">- What do you understand by Real Income?- What is the difference between Real and Nominal Income?- What are Economic Activities2. Development (40 minutes)<ol style="list-style-type: none">a. Introduce the concept of National Macroeconomicsb. Economic Activities<ul style="list-style-type: none">-Discuss Examples of Economic Activitiesc. Measures of National Incomed. Figure shown to depict the measures of National Incomee. Measures<ul style="list-style-type: none">- Gross National Product-Gross Domestic Product- Net National Productf. Methods of Measuring National Income<ul style="list-style-type: none">-Net Output or Value-Added Method-Factor Income Method- Expenditure Method Exercise (5 minutes)Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p>Spend 5 minutes to wrap up and consolidate the learnings</p> | |



Model Institute of Engineering & Technology (Autonomous) Lesson Plan

Kot Bhalwal, Jammu

Evaluation

1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.
2. Nearpod Quiz on Managerial Economics.





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| Lesson Plan No. 33 | Course Name: Managerial Economics Topic: Economic Indicators | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the concept of Economic Indicators. b. Articulate the importance of Economic Indicators. c. Analyse the Various types of Economic Indicators | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What are Economic Indicators? - What is GDP? 2. Development (40 minutes) a. Introduce the concept of Economic Indicators b. Concept of GDP -Inflation Rate -Unemployment Rate discussed as base. c. Types of Economic Indicators - Leading Indicators - Coincident Indicators - Lagging Indicators d. Video Link to show the concept of Economic Indicators: https://www.youtube.com/watch?v=2CkxNPYUMgA Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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| Lesson Plan No. 34 | Course Name: Managerial Economics Topic: Inflation | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the basic concepts of Inflation. b. Analyse the types of inflation and factors affecting it. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) Ask Questions - What do you mean by Inflation? - Is there any difference between Inflation and Deflation? 2. Development (40 minutes) a. Introduce the concept of Inflation. b. Methods of Measuring Inflation. PIN - Consumer Price Index - Wholesale Price Index - GNP Deflator c. Kinds of Inflation - Moderate Inflation - Galloping Inflation - Hyper Inflation d. Causes of Inflation e. Good Aspects of Inflation -Figure Shown on Slide to depict the Impact of Inflation Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, VarshneyMaheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. | |



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| Lesson Plan No. 35 | Course Name: Managerial Economics Topic: Deflation | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Understand the basic concepts of Deflation. b. Analyse the types of deflation and factors affecting it. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)Ask Questions<ul style="list-style-type: none">- What do you mean by Deflation?- Is there any difference between Inflation and Deflation?2. Development (40 minutes)<ol style="list-style-type: none">a. Introduce the concept of Deflation.b. Causes of Deflation<ul style="list-style-type: none">Fall in Money Supply-Decline in Confidence-Lower Production Cost-Technological Advances- Increase in Unemployment-Increase in Real Value of Debt- Deflation Spiralc. Why is Deflation Bad for the Economye. Types of Deflation<ul style="list-style-type: none">- Macro Level Deflation- Micro Level Deflationf. Discuss the various examples of Deflation <p>Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |
| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p>Spend 5 minutes to wrap up and consolidate the learnings</p> | |



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| Evaluation | <ol style="list-style-type: none">1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.2. Nearpod Quiz on Managerial Economics. |
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| Lesson Plan No. 37 | Course Name: Managerial Economics Topic: Instruments of Monetary Policy | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. To Analyse the various instruments of Monetary Policy. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | <ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">-Recapitulate the concept of Monetary Policy- Recapitulate the Objectives or Goals of Monetary Policy.2. Development (40 minutes)<ol style="list-style-type: none">a. Figure shown on slide to depict the Instruments of Monetary Policy.b. Quantitative Instruments<ul style="list-style-type: none">-Open Market Operations-Bank Rate-Cash Reserve Ratioc. Selective Credit Controls<ul style="list-style-type: none">-Credit Rationing-Moral Suasion-Direct Control-Repo Rate- Reverse Repo Rated. Statistics Shared from RBI Website https://www.rbi.org.in/e.Limitations of Monetary Policy <p>Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers.</p> | |
| Closure | <ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari <p>Spend 5 minutes to wrap up and consolidate the learnings</p> | |



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Evaluation

1. Reflective Questions (What, why, Who?). Allow students to answer and discuss.
2. Nearpod Quiz on Managerial Economics.



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| Lesson Plan No. 38 | Course Name: Managerial Economics Topic: Fiscal Policy | Course No.: OEC-701 (C) |
| Objectives | At the end of the lesson the student shall be able to: a. Understand the Concept of Fiscal Policy. b. Articulate the objectives of Fiscal Policy. c. Analyse the tools of Fiscal Policy. | |
| Teaching Aids (if any) | a. Use of Nearpod tool for online quiz. b. Quiz on Nearpod c. Wacom Tablet | |
| Teaching Development | 1. Introduction (5 minutes) -What is Public Debt -What is Public Expenditure Development (40 minutes) a. Concept of Fiscal Policy. b. Figure Shown on Slide to depict the Objectives of Fiscal Policy. -Allocation -Distribution -Stabilisation c. Tools of Fiscal Policy -Public Expenditure -Public Debt -Taxation d. Merits of Fiscal Policy. e. Demerits of Fiscal Policy Exercise (5 minutes) Conduct Quiz Using Nearpod to collect responses and discuss the answers. | |
| Closure | 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading Managerial Economics by DN Dwivedi, Varshney Maheshwari Spend 5 minutes to wrap up and consolidate the learnings | |
| Evaluation | 1. Reflective Questions (What, why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Managerial Economics. Spend 5 minutes to evaluate student assimilation of the lesson contents | |



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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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