

**MANAGERIAL ECONOMICS-I****OBJECTIVES:**

To give a complete and rigorous introduction to basic principles of microeconomics and to demonstrate how applications of economic theory can improve decision making.

**PADAGOGIC TOOLS:**

Lectures, Practical examples from corporate & business world, Assignments & Presentations

**COURSE CONTENT:**

<b>Topics</b>	<b>Weightage</b>
<b>NATURE &amp; SCOPE OF MANAGERIAL ECONOMICS</b> <ul style="list-style-type: none"> <li>➤ Introduction – What Managerial Economics is about</li> <li>➤ Definition of Managerial Economics</li> <li>➤ Managerial Economics and Economic Theory</li> <li>➤ Decision Making and Forward Planning</li> <li>➤ The Nature and Types of Business Decisions</li> <li>➤ Managerial Decision Making Process</li> <li>➤ Nature &amp; Scope of Managerial Economics</li> <li>➤ Chief Characteristics of Managerial Economics</li> <li>➤ Significance of Managerial Economics</li> <li>➤ Fundamental concepts in Managerial Economics</li> <li>➤ Role &amp; Responsibilities of a Managerial Economist in Business</li> </ul>	<b>30%</b>

<p><b>MARKET STRUCTURE ANALYSIS - 1</b></p> <ul style="list-style-type: none"> <li>❖ <b>Introduction to Theory of Market Structure</b></li> <li>❖ <b>Perfectly Competitive Market</b> <ul style="list-style-type: none"> <li>➤ Price Determination under Perfect Competition</li> <li>➤ Features of a Perfectly competitive market</li> <li>➤ Demand curve facing the Firm &amp; Industry under Perfect ➤ competition</li> <li>➤ Equilibrium of the Firm &amp; Industry under Perfect competition in Short-run &amp; Long-run</li> </ul> </li> <li>❖ <b>Monopoly</b> <ul style="list-style-type: none"> <li>➤ Price Determination under Monopoly</li> <li>➤ Features &amp; causes of Monopoly</li> <li>➤ Nature of Demand curve &amp; Marginal revenue curve under Monopoly</li> <li>➤ Price &amp; output under Monopoly in Short-run &amp; Long-run</li> </ul> </li> <li>❖ <b>PriceDiscrimination</b> <ul style="list-style-type: none"> <li>➤ Meaning of Price discrimination</li> <li>➤ Forms of Price discrimination</li> <li>➤ Degrees of Price discrimination</li> <li>➤ Conditions under which Price discrimination is possible &amp; profitable</li> </ul> </li> </ul>	<p><b>25%</b></p>
<p><b>MARKET STRUCTURE ANALYSIS - 2</b></p> <ul style="list-style-type: none"> <li>❖ <b>Price Determination under Monopolistic Competition</b> <ul style="list-style-type: none"> <li>➤ Features of Monopolistic competition</li> <li>➤ Nature of Demand curve (AR) &amp; Marginal Revenue (MR) curves</li> <li>➤ Concept of Group Equilibrium</li> <li>➤ Price &amp; Output determination in short-run &amp; Long Run under Monopolistic Competition ❖ <b>Selling cost</b></li> <li>➤ Meaning, Difference between Selling Costs &amp; Production Costs, Effects of Selling Costs on Demand Curve</li> </ul> </li> <li>❖ <b>Oligopoly</b> <ul style="list-style-type: none"> <li>➤ Features, Kinked Demand Curve, Price Leadership (Types, Characteristics, Advantages)</li> </ul> </li> </ul>	<p><b>25%</b></p>

<p><b>PROFIT THEORIES</b></p> <ul style="list-style-type: none"> <li>❖ <b>Introduction</b> <ul style="list-style-type: none"> <li>➤ Concepts of Gross profit, Net profit, Normal profit, Supernormal profit, Accounting profit, Economic profit</li> <li>➤ Characteristics of profit</li> </ul> </li> <li>❖ <b>Theories of Profit</b> <ul style="list-style-type: none"> <li>➤ Innovation Theory by J. A. Schumpeter</li> <li>➤ Uncertainty Bearing Theory by F.H. Knight</li> <li>➤ Dynamic Theory by J.B. Clark</li> </ul> </li> </ul>	<p><b>20%</b></p>
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**Text and Reference Books:**

- 1) Managerial Economics in a Global Economy – Dominick Salvatore, Thomson South-Western
- 2) Managerial Economics: Application, Strategy & Tactics – Moyers, Harris
- 3) Managerial Economics – D M Mithani, Himalaya Publishing House
- 4) Managerial Economics – Analysis, Problems and Cases – P. L. Mehta, Sultan Chand
- 5) Essentials of Managerial Economics – P. N. Reddy, Himalaya Publishing House
- 6) Managerial Economics – G S Gupta, Tata McGraw-Hill
- 7) Modern Microeconomics: Theory & Application – H L Ahuja, Sultan Chand
- 8) Advanced Economic Theory: Microeconomic Analysis – H L Ahuja, Sultan Chand
- 9) Principles of Microeconomics-H L Ahuja, Sultan Chand
- 10) Business Economics – H. L. Ahuja, Sultan Chand
- 11) Advanced Microeconomic Theory – M J Kennedy, Himalaya Publishing House
- 12) Economics – Paul Samuelson, William Nordhaus, Tata McGraw-Hill