

Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Economics for Business Decisions	Course Code:		Type of Course: Minor
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- To provide basic knowledge of principles, concepts, and tools of managerial economics.
- To understand the application of managerial economic theories, concepts, and tools in real market conditions.
- To develop abilities of student to take accurate decisions on basis of knowledge of principles, concepts, and tools of economics.

Pedagogy: Theory, Exercise

Unit - 1	Introduction to managerial economics& Demand Forecasting	Hours: 12
	Managerial Economics: Meaning, Definition, Nature & Scope of Managerial Economics Demand Forecasting: Meaning, Objectives, Factors affecting it, Methods-Survey and Statistical Methods	
Unit – 2	Production Analysis	Hours: 12
	Meaning of Production, Production function, Law of Variable Proportion, ISO-Quant Curve, Iso-Cost Curve, Optimum Input Output Combination, Economies & Diseconomies of Scale	
Unit - 3	Cost Analysis	Hours: 12
	Concept of Cost of production, Concepts of Cost Accounting and Economic Cost, Variable and Fixed Cost, Opportunity Cost, Incremental and Sunk Cost, Marginal Cost	
Unit – 4	Equilibrium of Firm & Breakeven Analysis	Hours: 12
	Equilibrium of Firm Equilibrium of firm under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition. Introduction to Breakeven Analysis, Breakeven Point, Breakeven Chart, Assumption and Uses	
Unit – 5	Pricing Policies & Price Differentiation	Hours: 12
	Pricing policies - Importance, Objectives, Factors affecting it, Methods and Strategies of Pricing-Cost plus pricing, going rate pricing, Skimming and Penetration pricing, Rate of return pricing, Multi Stage pricing and Peak load pricing Meaning of Price Differentiation, when it becomes beneficial? Types of Differentiation Distributor's Discounts, Quantitative Discounts-Postage stamp pricing, Dual Pricing	
Skill Development Activities: Practical Applications.		

REFERENCES

- Managerial Economics: P. L. Mehta, Sultan Chand & Sons

- Managerial Economics: Varshney and Maheshwari, Sultan Chand & Sons,
- Managerial Economics: DM Mithani-Himalaya Publishing House
- Managerial Economics – Joel Dean