

MANAGERIAL ECONOMICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core	19BBA302	Managerial Economics	3	30	70	2 ½ Hours

COURSE OBJECTIVES

- To provide basic knowledge basic principles, concepts and tools of managerial economics.
- To make enable students for understanding application/working of managerial economic theories, concepts and tools in real market conditions.
- To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.

COURSE CONTENT

Unit - 1	Introduction to Managerial Economics & Demand Forecasting
	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
	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
	Concept of Cost of production, Concepts of Cost Accounting and Economic Cost, Variable and Fixed Cost, Opportunity Cost, Incremental and Sunk Cost, Marginal Cost, Relationship between Cost and Rate of Output in Short Run and Long Run.
Unit – 4	Equilibrium of Firm
	Equilibrium of firm under Perfect Competition, Monopoly, Oligopoly (Kinked Demand Curve) and monopolistic competition

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
- Managerial Economics – An analysis and Cases – Hynes Mate & Paul.