

MANAGERIAL ECONOMICS

Objective:

To make the students familiar with the basic concepts and principles of Business Economics.

UNIT – I - 12 Hrs

Nature & Scope of Managerial Economics, Basic tools and techniques of Business Economics, Macro Economic Environment and Managerial decisions.

UNIT – II - 12 Hrs

Demand Analysis: Types of Demand, Demand determination Concept of Elasticity and measurement, Demand forecasting, Survey & Statistical methods.

UNIT – III - 14 Hrs

Theory of Production: Production function, Marginal rate of technical substitution, Iso-quants and Iso-costs, production function with one/two variable factors, Law of Variable Proportions, and Returns to Scale, internal and external economies.

UNIT – IV - 10 Hrs

Cost Analysis: Cost concepts, cost determinants, cost output relationship in the short and long run, Break-Even analysis.

UNIT-V - 12 Hrs

Features and types of different competitive situations – Perfect competition, Monopoly, Monopolistic competition and Oligopoly, pricing methods in practice.

Text Books:

1. Gupta: Managerial Economics, 1/e TMH, 2005
2. A.R.Arya Sri, Managerial Economics and Financial Analysis, TMH, 2/e, 2010

Reference Books:

1. Dominic Salvatore, Managerial Economics, Thomson, 2/e, 2006
2. Mote Paull, Managerial Economics, 1/e, TMH, 2004