

COURSE TITLE: MANAGERIAL ECONOMICS
COURSE: BBA

Unit I: Nature and Scope of Managerial Economics:- Meaning, characteristics, scope and subject matter relationship with other disciplines- decision making and forward planning.

Unit II: Fundamental principles of managerial economics: - Opportunity cost principle-incremental principal, principle of time perspective, discounting principle and equi-marginal principle.

Unit III: Demand Analysis: Meaning and definition of demand, determinants of demand, law of demand, exception to the law of demand, elasticity of demand.Demand Forecasting, Meaning and definitions- methods of demand forecasting, criteria of good forecasting methods.

Unit IV: Production Analysis: - Concept of production function – cost– meaning, money, real, opportunity, implicit and explicit, short–run costs, total cost, fixed cost economics of scale. Revenue – meaning – total revenue, average revenue and marginal revenue- Break even analysis-break even chart.

Unit V: Market Structures: - Meaning of a market and market structure-Classification of markets: Perfect competition, Monopoly, Monopolistic and Oligopoly-meaning, definition and Price Output determination.

1) Learning Support:

a) Recommended Text Book(s):

1. D.N. Dwivedi , Managerial Economics, Vikas Publications, New Delhi-2007.
2. H.L.Ahuja, Managerial Economics, McGraw Hill, 2008.

b) Recommended Reference Books:

1. P.L. Mehta, Managerial Economics, S.Chand & Sons, New Delhi, 2007.
2. Shankaran, Managerial Economics, Margam Publications, Chennai, 2006
3. Adhikary, M. Managerial Economics, Khosla Publishers, 2009