



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branch	Contact Periods /Week	Academic Year	Date of commencement of Semester
24MB1T02	Managerial Economics	I	MBA	5	2024-2025	16/09/2024
COURSE OUTCOMES						
1	Describe the importance of managerial economics and its contribution to decision making of managerial economist.(K1)					
2	Understand the applications of demand analysis concept in the real life business solutions(K2)					
3	Explain the meaning and usefulness of the production function and cost function in analyzing the firm's production activity.(K5)					
4	Evaluate the market structure to know the different types of markets and pricing policies.(K6)					
5	Analyze the phases of business cycles and understand the various concepts of National Income.(K4)					
UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Cont act Hour	Delivery Method
I	CO1: Describe the importance of managerial economics and its contribution to decision making of managerial economist.(K1)	. INTRODUCTION TO MANAGERIAL ECONOMICS				
		1.1	Concept of Economics *Definition *Features	T1	1	Chalk & Talk, PPT, Active Learning & Tutorial
		1.2	Types of Economics *Micro Economics *Macro Economics	T1, T2	1	
		1.3	Difference between micro economics and macro economics	T1	1	
		1.4	Nature of managerial economics	T1	1	
		1.5	Scope of managerial economics	T1	1	
		1.6	Fundamental concepts	T1	1	



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		1.7	Incremental Reasoning *Incremental Cost *Incremental Revenue	T2	1	
		1.8	Concept of time perspective	T1	1	
		1.9	Discounting principle *Meaning *Formula *Examples	T1	1	
		1.10	Opportunity cost principle *Meaning *Significance *Example	T2	1	
		1.11	Equi-marginal concept *Meaning *Importance *Example	T1	1	
		1.12	Theory of firm *Profit Maximisation *Wealth Maximisation *Managerial theories *Behavioral theories	T1	1	
		1.13	Managerial theories *Baumols sales revenue maximization *Williamsons managerial utility model *Marris hypothesis of firms growth rate	T2	1	
		1.14	Behavioral theories *Simons satisficing model *Cyert & March's behavioral model	T2	1	
		1.15	Social Responsibility of Business	T2	1	
Total					15	
II	CO2 Understand the applications of demand analysis concept in the real life	DEMAND AND SUPPLY ANALYSIS				
		2.1	Demand *Meaning *Principles *Types	T1,T2	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		2.2	Demand Determinants	T1	1	
		2.3	Law of Demand	T1,T2	1	



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	business solutions(K2)		*Meaning *Assumptions *Significance *Demand Curve *Exceptions			
		2.4	Elasticity of Demand *Definition *Types	T1,T3	1	
		2.5	Types of Elasticity of Demand *Price Elasticity of Demand *Income Elasticity of Demand *Cross Elasticity of Demand *Advertising Elasticity of Demand	T1,T3	1	
		2.6	Measurement of Elasticity	T1,T2	1	
		2.7	Demand Forecasting *Meaning *Methods	T2 T1	1	
		2.8	Methods of demand forecasting *Survey methods *other method	T2	1	
		2.9	Statistical methods	T2	1	
		2.10	Supply analysis *Meaning *Supply function *Law of Supply	T1	1	
		2.11	Elasticity of supply	T1	1	
		Total				11
III	CO3: Explain the meaning and usefulness of the production function and cost function in analyzing the firm's	THEORY OF PRODUCTION AND COST				
		3.1	Production function *Meaning *Formula *Examples *Types	T1	1	Chalk & Talk, PPT, Tutorial
		3.2	Law of Variable proportions	T1	1	
		3.3	Isoquant *Meaning *Isoquant curve	T2	1	



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	production activity.(K5)		*Features Isocost				
		3.4	Least Cost combination of inputs MRTS	T2	1		
		3.5	Cobb Douglas production function CES production function	T2	1		
		3.6	Law of returns to scale	T1,T2	1		
		3.7	Economies of scale *Meaning *Types of economies Diseconomies of scale	T1,T2	1		
		3.8	Cost analysis *Meaning *Cost concepts	T1	1		
		3.9	Cost output relationship in short run	T2	1		
		3.10	Cost output relationship in long run	T2	1		
		Content beyond Syllabus (if needed)	3.11	Break Even Analysis	T1	1	
		Total					11
IV	CO4: Evaluate the market structure to know the different types of markets and pricing policies.(K6)	THEORY OF PRICING					
		4.1	Market Structures *Meaning *Characteristics *Types	T1, R2	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study	
		4.2	Perfect Competition *Meaning *Features *Pricing under PC *Price output determination	T1, R2	1		
		4.3	Monopoly *Meaning *Features *Pricing under monopoly *Price output determination	T1, R2	1		
		4.4	Oligopoly *Meaning *Features	T1, R2	1		



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			*Price output determination *Kinked demand curve		1		
		4.5	Monopolistic Competition *Meaning *Features *Price output determination	T3, R1	1		
		4.6	Pricing *Meaning *Objectives *Methods	T1	1		
		4.7	Game theory basics	T1	1		
		4.8	Dominant Strategy	T2	1		
		4.9	Nash Equilibrium and Prisoners dilemma	T2	1		
Content beyond Syllabus (if needed)		4.10	Price Discrimination	T1	1		
Total					10		
MACRO ECONOMICS AND BUSINESS							
		5.1	National Income *Meaning *Nature *Measurement	T1, T2, R2	1		
		5.2	Inflation * Meaning *Kinds	T1, T2, R2	1		
		5.3	Inflation *Types *Causes and measurement	T1, T2, R2	1		
		5.4	Measures to control inflation	T1, T2, R2	1	Chalk & Talk, PPT, Active Learning & Tutorial	
		5.5	Deflation	T1, T2, T3, R2	1		
		5.6	Philips curve	T1	1		
		5.7	Stagflation	T1	1		
		5.8	Theory of Employment	T1	1		
		5.9	Business Cycles *Meaning *Features *Phases	T1	1		
		5.10	Causes and effects of Business Cycles	T2	1		



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Content beyond Syllabus (if needed)		5.11	Policies to counter Business Cycles	T1	1	
Total					11	
Total					58	
Case Studies					5	
CUMULATIVE PROPOSED PERIODS					63	
Text Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
T1	R.L. Varshney & K.L. Maheshwari, 19 th edition, Sultan Chand & Sons, New Delhi, 2005					
T2	S.N. Maheshwari, Managerial Economics, 2 nd edition, Prentice – Hall of India, 2005					
T3	D.M. Mithani, Managerial Economics, Himalaya Publishing House, 2009					
Reference Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
R1	Dwivedi. D.N., Managerial Economics, Vikas Publishing, 2009					
R2	Gupta G.S., Managerial Economics, Tata McGraw-Hill, New Delhi, 2005					
R3	H. Craig Peterson, W. Cris Lewis, Managerial Economics, Pearson, 2005					
R4	P.L. Mehta, Managerial Economics-Analysis, Problems, cases, Sultan Chand, New Delhi, 2008					
Web Details						
1	http://www.economicdiscussion.net/demand-forecasting/techniques-of-demand-forecasting-survey-and-statistical-methods/3611					
2	https://www.investopedia.com/terms/m/macroeconomics.asp					

		Name	Signature with Date
i.	Faculty	Dr. G. Grace	
ii.	Course Coordinator	D. Haleena	
iii.	Module Coordinator	Dr. OVAM Sridevi	
iv.	Programme Coordinator	Dr. G. Grace	

Principal