

FY B.M.S (BACHELOR OF MANAGEMENT STUDIES)**1060205204 - ECONOMICS FOR MANAGER****First Year B.M.S****Semester – II**

Subject Name	Economics for Manager
Subject Code	1060205204
Objectives	<ul style="list-style-type: none"> ▪ To give a complete and rigorous introduction to basic principles of managerial economics and macro economics ▪ To demonstrate how applications of economic theory can improve decision making
Subject Outcome	<ul style="list-style-type: none"> ▪ From production cost to selling cost students will know about the whole market scenario on the basis of the economical point.
Course Duration	The course duration is of 40 sessions of 60 minutes each.
Teaching Methods	<p>The course will use the following pedagogical tools:</p> <ul style="list-style-type: none"> ▪ Classroom teaching ▪ Case study / Practical / live assignment / Interactive class room discussions.
Evaluation	Continuous Evaluation
	Internal Assessment-(30 Marks) Internal Exam/Assignments/Quiz/Class participation/Attendance, etc.
	External Assessment- (70 Marks)

Course Contents

Unit 1	INTRODUCTION TO MANAGERIAL ECONOMICS	20%
	1.1 Introduction – What Managerial Economics is about	
	1.2 Definitions of Managerial Economics	
	1.3 Nature & Scope of Managerial Economics	
	1.4 Chief Characteristics of Managerial Economics	
	1.5 Significance of Managerial Economics	
	1.6 Fundamental concepts in Managerial Economics (Opportunity Cost, Discounting and Equi-Marginal)	
	1.7 Role & Responsibilities of a Managerial Economist in Business	
Unit 2	MARKET STRUCTURE ANALYSIS–1	20%
	2.1 Perfectly Competitive Market	
	•Price Determination under Perfect Competition	
	•Features of a Perfectly competitive market	
	•Demand curve facing the Firm & Industry under Perfect competition	
	•Equilibrium of the Firm & Industry under Perfect competition Short-run & Long run	
	2.2 Monopoly	

	<ul style="list-style-type: none"> •Price Determination under Monopoly •Features & causes of Monopoly •Nature of Demand curve & Marginal revenue curve under Monopoly •Price & output under Monopoly in Short-run & Long-run <p>2.3 Price Discrimination</p> <ul style="list-style-type: none"> •Meaning of Price discrimination •Forms of Price discrimination •Degrees of Price discrimination •Conditions under which Price discrimination is possible & profitable 	
Unit 3	MARKET STRUCTURE ANALYSIS–2	25%
	<p>3.1 Price Determination under Monopolistic Competition</p> <ul style="list-style-type: none"> •Features of Monopolistic competition •Nature of Demand curve (AR) & Marginal Revenue(MR)curves •Concept of Group Equilibrium •Price & Output determination in short-run & Long Run under Monopolistic Competition <p>3.2 Selling cost</p> <ul style="list-style-type: none"> •Meaning, Difference between Selling Costs & Production Costs, Effects of Selling •Costs on Demand Curve <p>3.3 Oligopoly</p> <ul style="list-style-type: none"> •Features, Kinked Demand Curve, Price Leadership (Types, Characteristics, Advantages) 	
Unit 4	PRODUCTION ANALYSIS	15%
	<p>4.1 Production Function</p> <ul style="list-style-type: none"> •Meaning & classification of Factors of Production • Meaning &significance of Production Function in Business • Linear Homogeneous Production function •Short-run & Long-run Production function •Cobb-Douglas Production function <p>4.2Theory of Production</p> <ul style="list-style-type: none"> •Concept of Total Product, Average Product and Marginal Product •Law of Variable Proportions •Economies & Diseconomies of scale •Returns to Scale <p>4.3Production Function with Two Variable Inputs</p> <ul style="list-style-type: none"> •Meaning &General Properties of Iso-Quants • Marginal Rate of Technical Substitution(MRTS) 	

Unit 5	INFLATION	20%
	5.1 Meaning of inflation, Causes of inflation, Types of inflation (Demand pull and Cost push inflation) 5.2 Stagflation – concept of inflationary gap by Keynes - effects of inflation 5.3 Anti Inflationary Measures 5.4 Philips curve Analysis and concept of Natural rate of unemployment 5.5 Deflation: Causes, Remedies and Solution	

Reference Books:

1. Managerial Economics – Analysis, Problems and Cases – P. L. Mehta, Sultan Chand
2. Managerial Economics in a Global Economy – Dominick Salvatore, Thomson South-Western
3. Managerial Economics: Application, Strategy & Tactics – Moyers, Harris
4. Managerial Economics – D M Mithani, Himalaya Publishing House
5. Essentials of Managerial Economics – P. N. Reddy, Himalaya Publishing House
6. Managerial Economics – G S Gupta, TataMcGraw-Hill
7. Modern Microeconomics: Theory & Application – H L Ahuja, Sultan Chand
8. Advanced Economic Theory: Microeconomic Analysis – H L Ahuja, Sultan Chand
9. Principles of Microeconomics-H L Ahuja, Sultan Chand
10. Business Economics – H. L. Ahuja, Sultan Chand
11. Advanced Microeconomic Theory – M J Kennedy, Himalaya Publishing House
12. Economics – Paul Samuelson, William Nordhaus, TataMcGraw-Hill